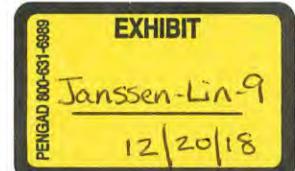


PSJ14 Janssen Opp Exh 39 – JAN00119068

Input	Input	Drop down	Input	2012 Brand	2012 Brand Investment Summary				
Strategic imperatives	Brand Tactic	Vendor	Owner	PO #					
					23.5 JU BUDGET				
					\$1.7MM to Cut				
					BOOK REDUCTION				
					21.8 MM Budget				
					INVOICED				
					REMAINING based on 21.8 MM				
					TOTAL PO				
ICRM (\$460k P.O.)	WX	Lisa Biancani		993109885	458,615	458,615	460,873	(2,258)	-
				993015300	0		-	-	-
Spotfire upgrade for BIOM project	JJIT	Lisa Biancani		993093328	5,000	(4,563)	437	-	3,498
ICRM	JJIT	Lisa Biancani		ICRM	95,000	95,000	96,725	(1,725)	-
Grow brand awareness thru print/online media/digital									
Compas Credits		Kanitha Burns	Compas						
Specialty Print Media (Jan-Jun only) 1.1MM		Kanitha Burns	Print Media						
MediScript Rx Pad Ads 400K		Medi Scripts	Kanitha Burns						
6-Month Pad Program (Mar-Aug)		Medi Scripts	Kanitha Burns	Medi-Scripts					
4-Month Pad Program (Sep-Dec) DPN		Kanitha Burns	Pad Program						
Power Programs (Folder)		Medi Scripts	Kanitha Burns	Mediscripts					
Digital Media (Online Banners) 1.4MM		Kanitha Burns	Kanitha Burns	Online					
Jan-Jun Online Advertising		Kanitha Burns	Kanitha Burns	Online					
Jul-Dec Online Advertising		Kanitha Burns	Kanitha Burns	Online					
3 DocAlerts (w/custom target list) 0K	ePocrates	Lisa Biancani	ePocrates		(40,257)	(40,257)	331,230	(40,257)	-
DocAlerts (balance from 2011 contract) 140K	ePocrates	Lisa Biancani	ePocrates	DocAlerts	(118,565)	334,435		3,204	-
Epocrates SmartSite 0K	ePocrates	Lisa Biancani	ePocrates						
NUCYNTA.COM & Paid Search 400k		Kanitha Burns	Kanitha Burns						
Paid Search	Razorfish	Kanitha Burns	Razorfish						
Digital NUC / NUC ER Messaging	Thomas Direct Sales	Thomas Direct Sales	Dominic Lazzaro	992933858	300,016	69,109	37,203	406,328	329,275
WebMD (InfoSite, Mobile Alerts & eBlasts) 700k					198,000	2,437	200,437	192,999	192,999
MedScape InfoSite		Dominic Lazzaro	Dominic Lazzaro	Medscape	141,750			141,750	141,750
Email blast to pharmacies on education o		Dominic Lazzaro	Dominic Lazzaro	993054412	295,468				
TBD	TBD	Lisa Biancani	Lisa Biancani		192,999				
CRM Program 200K		Lisa Biancani	Lisa Biancani		356,160	(140,290)	27,530	243,400	245,607
Promotional Direct Mail 0k	DMAMKTG INC	Lisa Biancani	992898512		670,218				
"DOWN PAYMENT" ADVANCE POSTAGE - NUCYNT	DMAMKTG INC	Lisa Biancani	992900564		1,500				
Recruiting and Email Campaigns (targeting non-users)	DG Connect	Lisa Biancani	992980804		29,767	(8,507)	21,260	21,260	0
DPN HCP mailer and #1 #2 email blasts	PDQ	Paul Lowman	993059009		8,826	(2,140)	6,686	6,686	0
DPN pain pharmacy eblast		Paul Lowman	993055769						
eDetail reformat to HTML 5	Viscira	Dominic Lazzaro	992862198						
Leverage significant SOV to accelerate penetration/productivity									
Conventions & Exhibits 800k		Dominic Lazzaro	Dominic Lazzaro						
Annual Conventions	Coastal	Dominic Lazzaro	992896464		85,000				
Annual Conventions	Darse	Dominic Lazzaro	992897060		83,500	(25,942)	57,558	57,558	57,558
Annual Conventions	Darse	Dominic Lazzaro	992953622		16,500				
Annual Conventions	Event Technologies	Dominic Lazzaro	992926282		26,500				
Annual Conventions	Event Technologies	Dominic Lazzaro	993108299						
Annual Conventions	Impact Unlimited Inc	Dominic Lazzaro	992934334						
March Activity Report for convention	Impact Unlimited Inc	Dominic Lazzaro	993000948		70,300	(28,833)	41,467	41,467	41,467
2012 May Activity Report for convention	Impact Unlimited Inc	Dominic Lazzaro	993013276		256,815	(23,980)	232,835	232,835	232,835
June Convention Activity for Nucynt (AA)	Impact Unlimited Inc	Dominic Lazzaro	993054127		30,000				
DOWN PAYMENT FOR POSTAGE - Nucynt -	Impact Unlimited Inc	Dominic Lazzaro	993054128		9,809	(5,639)	4,170	4,170	3,515
GPO Show	EES	Dominic Lazzaro	4600176612			1,012		1,012	(1,012)
Exhibits	various	Dominic Lazzaro	Exhibits		10,485				
Quarterly Data Extract	Event Technologies	Dominic Lazzaro	992998886		4,551				
Nucynt/Nucynt ER 2012 eRAMP Adminstra	ARMACEUTICAL SER	Dominic Lazzaro	993021684		5,232				
NP & PA Specific Programs						1,883		1,883	1,883
NP/PA Programs 400K					287				
	Promologics	L. Biancani/D. Lazzaro	992878632		37,063				
Regional speaker programs					10,485				
Development of speaker program evolution	Decile 10	L. Biancani/D. Lazzaro			4,551				
Millenium Book Program	Millenium	L. Biancani/D. Lazzaro			5,232				
	MPR	L. Biancani/D. Lazzaro	992948190		1,883				
Clinical Advisor (Journal supplement product profile)					287				
Nucynt-Clinical Advisor BRC FULFILLMENT	Nucynt-Clinical Adv	L. Biancani/D. Lazzaro	993054123		37,063				
Clinical Medicine-NEJM	Englad Journal of Med	L. Biancani/D. Lazzaro			10,485				
Nucynt-Clinical Advisor Newsletter and		L. Biancani/D. Lazzaro	993055771		4,551				
2012 NEJM's "Updates in Clinical Medici		L. Biancani/D. Lazzaro	993056781		5,232				
Tactic associated w/ a P.O.	TBD	L. Biancani/D. Lazzaro			1,883				
Evaluate Patient Strategy						287		287	287
Evaluate Patient Strategy 0k					37,063				
Tactic associated w/ a P.O.		Kanitha Burns	Kanitha Burns		10,485				
Catalina adherence/persistency program		Kanitha Burns	Kanitha Burns		4,551				



Input		Input		Drop down		Input		2012 Brand 2012 Brand Investment Summary							
Strategic Imperatives	Brand Tactic	Vendor	Owner	PO #	23.5 JU BUDGET	\$1.7MM to Cut	600K REDUCTION	21.8 MM Budget	INVOICED	REMAINING based on 21.8 JU	TOTAL PO				
	Health Media Program 155K		Kanitha Burns												
Drive broad and competitive access and availability	Tactic associated w/ a P.O.														
	Provide patients savings programs														
	PNMT \$25 & 10 Free Pills Programs (Admin expenses) 2MM	Dominic Lazzaro		997252392	94,227	-		94,227	94,227	-					
	2012 PNMT \$25 Savings Card - Admin Fee	Dominic Lazzaro		992963000	112,828	-		112,828	110,861	1,967	112,828				
	2012 PNMT \$25 Savings Card - Admin Fee Old	Dominic Lazzaro		993002852	1,123,350	(600,000)	(40,000)	483,350	543,255	(59,905)	1,123,350				
	2012 PNMT \$25 Savings Card - Admin Fee New	Dominic Lazzaro		992747920	54,820	-		54,820	54,820	-	52,091				
	2012 Split TRIALSCRIPT "10 Free Pills"	Dominic Lazzaro		992962998	18,406	-		18,406	16,799	1,608	16,002				
	2012 TRIALSCRIPT "10 Free Pills" Old	Dominic Lazzaro		992963392	210,888	-	(141,000)	69,888	67,196	2,692	60,046				
	2012 TRIALSCRIPT "10 Free Pills" New	Dominic Lazzaro		992747870	1,540	-		1,540	1,540	-	114,748				
	2011 LOYALTY SCRIPT	Dominic Lazzaro		993103160	96,931	-		96,931	96,931	-	96,931				
	NUCYNITA-SAVING CARD BROCHURE	Dominic Lazzaro													
	Print savings cards, vouchers and office materials 1.3MM	Dominic Lazzaro			276,860	(13,975)		262,885	262,885	-	276,860				
	Earth Color January Print	Dominic Lazzaro		992869094	3,186	(3,186)	-	-	-	-	3,186				
	Earth Color LETTER and Fulfillment	Dominic Lazzaro		992855550	593,247	30,874		624,121	624,121	0	624,121				
	Earth Color March Print of Savings Cards and Vouchers	Dominic Lazzaro		992922770	1,348	-		1,348	1,348	-	1,348				
	NUCYNITA - Drop Shipment to Survey Winner	Dominic Lazzaro		992929962	52,091	-		52,091	52,091	-	52,091				
	PNMT \$25 2012 Production, Nucyna/ER	Dominic Lazzaro		993106787	41,813	-		41,813	41,813	-	41,813				
	NUCYNITA-Savings Card Holders, Cards, and	Dominic Lazzaro		993104105	3,083	-		3,083	3,083	-	3,083				
	NUCYNITA-SAVINGS CARD LETTERHEAD & ENVEL	Dominic Lazzaro		993105118											
	Secure T2 formulary access in targeted accounts														
	6 Formulary Flashes 225K														
	ePocrates Formulary Flashes				225,000	-		225,000	225,000	-	225,000				
	Flashes														
	Decile 10 unaccrued 2011 expense for Part D			992698916	(3,767)	-		(3,767)	(3,767)	-	(3,767)				
	Payer Advisory Board Meeting			Decile 10											
	ESTIMATE ONLY: End of Year Ad Board														
	Update Managed Care Value Prop Slide Deck 50K			Decile 10											
	ESTIMATE ONLY: March Update with Business Update & iPad			Frank Demiro											
	DPN Advisory Board Meeting 150K			Decile 10											
	Decile 10 1:1 Payer Calls			Decile 10	Frank Demiro	992886336			41,975	(18,702)	23,273	23,273	(0)	33,248	
	ESTIMATE ONLY: DPN Virtual Ad Board			Decile 10	Frank Demiro	993037422			25,000	+(2,963)	22,037	22,037	-	22,037	
	Cross Brand Ad Board				Frank Demiro	Cross Brand			50,000	-	50,000	-	-	-	
	Internal SCG Advisory Board Meeting 15K			Decile 10											
	Develop and create SCG customer materials including payers, LTC, advocacy, policy, etc 300K														
	ESTIMATE ONLY: PBM Account Leader Product Profile			Decile 10	Frank Demiro	992935660			81,515	(7,480)	74,035	74,035	-	74,035	
	ESTIMATE ONLY: Elderly questionnaire response				Frank Demiro				26,025	(26,025)	-	-	-	-	
	ESTIMATE ONLY: SCG Materials (Update value deck w/ DPN)			Decile 10	Frank Demiro	993021466			23,975	(50)	23,925	23,925	-	23,925	
	SCG Value Payer Message Updates for DPN Part 1				Frank Demiro				25,000	(25,000)	-	-	-	-	
	ESTIMATE ONLY: Materials for DPN Indication (DPN HECOR non-branded reprint licensing)				Frank Demiro										
	ESTIMATE ONLY: Materials for DPN Indication (DPN HECOR non-branded reprint licensing)														
	ESTIMATE ONLY: Payer e-Blasts														
	Accelerate regional pull through of national formularies														
	Profero Group/Alert Mktg (iDesign, formulary flashcards, etc...) 850K														
	Profero Agency fee			Dominic Lazzaro	992864526				180,000	35,000	215,000	213,461	1,539	215,000	
	2011 Profero Agency Fees-Portion not accrued			Lisa Ferguson	992647568				15,500	(15,500)	-	-	-	54,691	
	Printing Costs														
	Contemporary Graphics Printing Custom NER flashcards			Dominic Lazzaro	992857998				3,000	28,150	43,850	75,000	83,687	(8,687)	35,000
	Unimac Printing iDesign NER flashcards			Lisa Ferguson	992857966				38,000	8,557	-	46,557	0	49,051	
	Bindrite-National NER flashcards printing & shipping				992857970				36,851	-	36,851	-	-	35,871	
	Contemporary Graphics Printing Custom NUC flashcards				992858012				5,000	177	21,402	26,579	26,579	-	25,000
	Unimac Printing iDesign NUC flashcards				992857994				35,000	594	-	35,594	0	31,801	
	ESTIMATE ONLY FOR REMAINING COSTS: Alert Marketing e-Pharm and e-MD														
	Alert Marketing Actual			Dominic Lazzaro	992883464				8,000	-	(8,000)	-	-	8,000	
	Alert Marketing Actual			Lisa Ferguson	992883884				25,150	-	-	25,150	-	25,150	
	Alert Marketing Actual			Lisa Ferguson	992893892				16,500	-	-	16,500	-	16,500	
	ESTIMATE ONLY FOR REMAINING COSTS: Additional printing costs for cycle grids														
	Actual Cycle 1 Grid Costs			Lisa Ferguson	992893100				102,836	-	102,836	102,836	-	102,836	
	Actual Cycle 2 Grid Costs			Lisa Ferguson	993021722				59,404	-	59,404	59,404	-	59,404	
	Nucyna Managed Care Flashcards			Dominic Lazzaro	992835556									24,434	
	ESTIMATE ONLY REMAINING COSTS: Additional printing costs for custom cards														
	Actual printing costs for custom national card			Lisa Ferguson	992893890				2,120	-	-	2,120	-	2,120	

2012 Brand 2012 Brand Investment Summary											
Input		Input		Drop down		Input					
Strategic Imperatives	Brand Tactic	Vendor	Owner	PO #	23.5 JU BUDGET	\$1.7MM to Cut	600K REDUCTION	21.8 MM Budget	INVOICED	REMAINING based on 21.8 NU	TOTAL PO
Nucynta printed materials for Aetn ESTIMATE ONLY REMAINING COSTS: Additional printing costs for iDesign cards Actual Printing iDesign Actual 4 pager print Profero SCG Support Fees (back office costs) Benefit verification to support Medicare Part D exceptions and appeals 800K Benefit verification (Triplefin) set up in 2012 Nucynta ER Med Guides-071LE12084mg. Qty: ESTIMATE ONLY: Cover My Meds Processing Fees XCENDA Part D XCENDA LTC Pull Through Training Kid Source: NUCYNTA/NUCYNTA ER; JANSEN Access One 125K American Journal of Managed Care Publication 150K New Product Bulletin Publication 140K Obtain hospital stocking & formulary access	Lisa Ferguson	992939836			19,209			19,209	19,209	-	19,209
					-	-		-	-	-	-
					9,609	-		9,609	9,609	-	9,609
					8,489	-		8,489	8,489	-	8,489
					49,500	-	8,250	57,750	53,625	4,125	49,500
					-	-		-	-	-	-
					-	368,000	(248,000)	120,000	115,765	4,235	-
					6,805	-		6,805	6,805	-	6,805
					8,212	-	24,637	32,849	32,849	-	32,849
					1,208	3,622		4,830	4,830	(0)	4,830
Joint Commission Book Program 200K Printing Costs Institutional Formulary Flash Cards 50K NUCYNTA - Campaigning for Relief Portfolio NUCYNTA - Campaigning for Relief 4 Module NUCYNTA - Campaigning for Relief How To G Nucynta-Campaigning for Relief Letter w/s Joint Commission - Pain Management: Systems Approach to Improving Quality & Safety 100K Nucynta Institutional Quality Campaign Ensure widespread pharmacy stocking across all strengths Printing and Postage Costs Retail Pharmacy Flashards (360dev) 25K Medication Guides (Postage/Printing) - 62,000 pieces 135K "DOWN PAYMENT" ADVANCED POSTAGE - HCP M NUCYNTA - HCP Mailing - 02TLE11030 & 02T NUCYNTA - IR & ER REMS Mailing - Feb. 20 "DOWN PAYMENT" ADVANCED POSTAGE - IR & ER NUCYNTA - REMS Folder Shrinkwrap for ove NUCYNTA - Med Guide Pads - NUCYNTA and N Medication Guides 2H2012 Requirement PDR IntegriChain Pharmacy Database Purchase OK	Tricia Yap				120,000	-		120,000	120,000	-	120,000
					113,200	28,300	(88,800)	52,700	52,700	-	52,700
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
					215648.87	-		215,649	215,649	-	215,649
					44,616	-		44,616	44,616	-	44,616
					2,307	-		2,307	2,307	-	2,307
					5,016	-		5,016	5,016	-	5,016
Advocate for responsible prescribing thru non-branded tools Prescribe Responsibly App 50K Phase II: Started in 2011 Binder and Q5 360 materials Phase II: Started in 2011 Binder and Q5 360 materials Decile 10: Create prescribe responsibly HCP brochure ESTIMATE ONLY: App or update Q5 360 materials Nucynta-PRESCRIBE RESPONSIBLY BROCHURE-0 Prescribe Responsibly Phase III 50K ESTIMATE ONLY: Develop national pain policy platform to align HPAD's & SGA e-scan new item National Advocacy 1.2MM ESTIMATE ONLY: Association Fees (National) ESTIMATE ONLY: Association Fees (National) ESTIMATE ONLY: Develop national policy platform and comm plan ESTIMATE ONLY: Combined PR/Advocacy efforts (Weber) ESTIMATE ONLY: Combined PR/Advocacy efforts (Weber) Barsamian Web Survey for SMSC Barsamian Development of brochure for SMSC Barsamian Management fee SMSC ESTIMATE ONLY: Advocacy Project TBD Local Advocacy 500K Decile 10: FL, OH, TX Pain Policy programs NeuGen RxMarketing Meeting Direct Platform FL & OH NeuGen Rx Meeting Direct Platform 6 additional states NeuGen Rx Meeting Direct Platform 5 additional states video Decile 10: Develop 4 state programs ESTIMATE ONLY: Association Fees (Regional) ESTIMATE ONLY: Printing fees for all programs HCP invites OH & FL	Decile 10	Ron Kuntz	992855768		12,550	(12,550)	-	-	-	-	-
					87,450	(15,590)		71,860	71,860	-	71,860
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
Advocate for responsible prescribing thru non-branded tools Prescribe Responsibly App 50K Phase II: Started in 2011 Binder and Q5 360 materials Phase II: Started in 2011 Binder and Q5 360 materials Decile 10: Create prescribe responsibly HCP brochure ESTIMATE ONLY: App or update Q5 360 materials Nucynta-PRESCRIBE RESPONSIBLY BROCHURE-0 Prescribe Responsibly Phase III 50K ESTIMATE ONLY: Develop national pain policy platform to align HPAD's & SGA e-scan new item National Advocacy 1.2MM ESTIMATE ONLY: Association Fees (National) ESTIMATE ONLY: Association Fees (National) ESTIMATE ONLY: Develop national policy platform and comm plan ESTIMATE ONLY: Combined PR/Advocacy efforts (Weber) ESTIMATE ONLY: Combined PR/Advocacy efforts (Weber) Barsamian Web Survey for SMSC Barsamian Development of brochure for SMSC Barsamian Management fee SMSC ESTIMATE ONLY: Advocacy Project TBD Local Advocacy 500K Decile 10: FL, OH, TX Pain Policy programs NeuGen RxMarketing Meeting Direct Platform FL & OH NeuGen Rx Meeting Direct Platform 6 additional states NeuGen Rx Meeting Direct Platform 5 additional states video Decile 10: Develop 4 state programs ESTIMATE ONLY: Association Fees (Regional) ESTIMATE ONLY: Printing fees for all programs HCP invites OH & FL	Decile 10	Ron Kuntz	99290760		185,000	(185,000)	-	-	-	-	-
					264,134	-	-	264,134	264,134	0	264,134
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
Advocate for responsible prescribing thru non-branded tools Prescribe Responsibly App 50K Phase II: Started in 2011 Binder and Q5 360 materials Phase II: Started in 2011 Binder and Q5 360 materials Decile 10: Create prescribe responsibly HCP brochure ESTIMATE ONLY: App or update Q5 360 materials Nucynta-PRESCRIBE RESPONSIBLY BROCHURE-0 Prescribe Responsibly Phase III 50K ESTIMATE ONLY: Develop national pain policy platform to align HPAD's & SGA e-scan new item National Advocacy 1.2MM ESTIMATE ONLY: Association Fees (National) ESTIMATE ONLY: Association Fees (National) ESTIMATE ONLY: Develop national policy platform and comm plan ESTIMATE ONLY: Combined PR/Advocacy efforts (Weber) ESTIMATE ONLY: Combined PR/Advocacy efforts (Weber) Barsamian Web Survey for SMSC Barsamian Development of brochure for SMSC Barsamian Management fee SMSC ESTIMATE ONLY: Advocacy Project TBD Local Advocacy 500K Decile 10: FL, OH, TX Pain Policy programs NeuGen RxMarketing Meeting Direct Platform FL & OH NeuGen Rx Meeting Direct Platform 6 additional states NeuGen Rx Meeting Direct Platform 5 additional states video Decile 10: Develop 4 state programs ESTIMATE ONLY: Association Fees (Regional) ESTIMATE ONLY: Printing fees for all programs HCP invites OH & FL	Decile 10	Ron Kuntz	992890760		9,515	-		9,515	9,515	-	9,515
					15,905	1,417	(675)	16,647	16,647	-	16,647
					9,193	-		9,193	9,193	-	9,193
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
Advocate for responsible prescribing thru non-branded tools Prescribe Responsibly App 50K Phase II: Started in 2011 Binder and Q5 360 materials Phase II: Started in 2011 Binder and Q5 360 materials Decile 10: Create prescribe responsibly HCP brochure ESTIMATE ONLY: App or update Q5 360 materials Nucynta-PRESCRIBE RESPONSIBLY BROCHURE-0 Prescribe Responsibly Phase III 50K ESTIMATE ONLY: Develop national pain policy platform to align HPAD's & SGA e-scan new item National Advocacy 1.2MM ESTIMATE ONLY: Association Fees (National) ESTIMATE ONLY: Association Fees (National) ESTIMATE ONLY: Develop national policy platform and comm plan ESTIMATE ONLY: Combined PR/Advocacy efforts (Weber) ESTIMATE ONLY: Combined PR/Advocacy efforts (Weber) Barsamian Web Survey for SMSC Barsamian Development of brochure for SMSC Barsamian Management fee SMSC ESTIMATE ONLY: Advocacy Project TBD Local Advocacy 500K Decile 10: FL, OH, TX Pain Policy programs NeuGen RxMarketing Meeting Direct Platform FL & OH NeuGen Rx Meeting Direct Platform 6 additional states NeuGen Rx Meeting Direct Platform 5 additional states video Decile 10: Develop 4 state programs ESTIMATE ONLY: Association Fees (Regional) ESTIMATE ONLY: Printing fees for all programs HCP invites OH & FL	Decile 10	Ron Kuntz	992907582		14,000	8,000		22,000	22,000	-	22,000
					21,000	-	(1,000)	20,000	20,000	-	20,000
					49,000	-		49,000	49,000	-	49,000
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
Advocate for responsible prescribing thru non-branded tools Prescribe Responsibly App 50K Phase II: Started in 2011 Binder and Q5 360 materials Phase II: Started in 2011 Binder and Q5 360 materials Decile 10: Create prescribe responsibly HCP brochure ESTIMATE ONLY: App or update Q5 360 materials Nucynta-PRESCRIBE RESPONSIBLY BROCHURE-0 Prescribe Responsibly Phase III 50K ESTIMATE ONLY: Develop national pain policy platform to align HPAD's & SGA e-scan new item National Advocacy 1.2MM ESTIMATE ONLY: Association Fees (National) ESTIMATE ONLY: Association Fees (National) ESTIMATE ONLY: Develop national policy platform and comm plan ESTIMATE ONLY: Combined PR/Advocacy efforts (Weber) ESTIMATE ONLY: Combined PR/Advocacy efforts (Weber) Barsamian Web Survey for SMSC Barsamian Development of brochure for SMSC Barsamian Management fee SMSC ESTIMATE ONLY: Advocacy Project TBD Local Advocacy 500K Decile 10: FL, OH, TX Pain Policy programs NeuGen RxMarketing Meeting Direct Platform FL & OH NeuGen Rx Meeting Direct Platform 6 additional states NeuGen Rx Meeting Direct Platform 5 additional states video Decile 10: Develop 4 state programs ESTIMATE ONLY: Association Fees (Regional) ESTIMATE ONLY: Printing fees for all programs HCP invites OH & FL	Decile 10	Ron Kuntz	992963010		60,667	-	(60,667)	-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
Advocate for responsible prescribing thru non-branded tools Prescribe Responsibly App 50K Phase II: Started in 2011 Binder and Q5 360 materials Phase II: Started in 2011 Binder and Q5 360 materials Decile 10: Create prescribe responsibly HCP brochure ESTIMATE ONLY: App or update Q5 360 materials Nucynta-PRESCRIBE RESPONSIBLY BROCHURE-0 Prescribe Responsibly Phase III 50K ESTIMATE ONLY: Develop national pain policy platform to align HPAD's & SGA e-scan new item National Advocacy 1.2MM ESTIMATE ONLY: Association Fees (National) ESTIMATE ONLY: Association Fees (National) ESTIMATE ONLY: Develop national policy platform and comm plan ESTIMATE ONLY: Combined PR/Advocacy efforts (Weber) ESTIMATE ONLY: Combined PR/Advocacy efforts (Weber) Barsamian Web Survey for SMSC Barsamian Development of brochure for SMSC Barsamian Management fee SMSC ESTIMATE ONLY: Advocacy Project TBD Local Advocacy 500K Decile 10: FL, OH, TX Pain Policy programs NeuGen RxMarketing Meeting Direct Platform FL & OH NeuGen Rx Meeting Direct Platform 6 additional states NeuGen Rx Meeting Direct Platform 5 additional states video Decile 10: Develop 4 state programs ESTIMATE ONLY: Association Fees (Regional) ESTIMATE ONLY: Printing fees for all programs HCP invites OH & FL	Decile 10	Ron Kuntz	992963130		14,000	-		-	-	-	-
					21,000	-	(1,000)	20,000	20,000	-	20,000
					49,000	-		49,000	49,000	-	49,000
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
					-	-		-	-	-	-
Advocate for responsible prescribing thru non-branded tools Prescribe Responsibly App 50K Phase II: Started in 2011 Binder and Q5 360 materials Phase II: Started in 2011 Binder and Q5 360 materials Decile 10: Create prescribe responsibly HCP brochure ESTIMATE ONLY: App or update Q5 360 materials Nucynta-PRESCRIBE RESPONSIBLY BROCHURE-0 Prescribe Responsibly Phase III 50K ESTIMATE ONLY: Develop national pain policy platform to align HPAD's & SGA e-scan new item National Advocacy 1.2MM ESTIMATE ONLY: Association Fees (National) ESTIMATE ONLY: Association Fees (National) ESTIMATE ONLY: Develop national policy platform and comm plan ESTIMATE ONLY: Combined PR/Advocacy efforts (Weber) ESTIMATE ONLY: Combined PR/Advocacy efforts (Weber) Barsamian Web Survey for SMSC Barsamian Development of brochure for SMSC Barsamian Management fee SMSC ESTIMATE ONLY: Advocacy Project TBD Local Advocacy 500K Decile 10: FL, OH, TX Pain Policy programs NeuGen RxMarketing Meeting Direct Platform FL & OH NeuGen Rx Meeting Direct Platform 6 additional states NeuGen Rx Meeting Direct Platform 5 additional states video Decile 10: Develop 4 state programs ESTIMATE ONLY: Association Fees (Regional) ESTIMATE ONLY: Printing fees for all programs HCP invites OH & FL	Decile 10	Ron Kuntz	992953628		80,900	-	(1,521)	79,379	79,379	-	75,711
					85,000	(85,000)	-	-	-	-	-
					82,722	-	(21,125)	61,597	61,597	-	61,597
					58,000	-	(29,000)	29,000	29,000	-	29,000
					153,500	-	(99,794)	53,706	53,706	-	51,706
					29,994	-	(1,000)	28,994	28,994	-	28,994
					-	-	-	-	-	-	-
					-	-	-	-	-	-	-
					-	-	-	-	-	-	-
					-	-	-	-	-	-	-
Advocate for responsible prescribing thru non-branded tools Prescribe Responsibly App 50K Phase II: Started in 2011 Binder and Q5 360 materials Phase II: Started in 2011 Binder and Q5 360 materials Decile 10: Create prescribe responsibly HCP brochure ESTIMATE ONLY: App or update Q5 360 materials Nucynta-PRESCRIBE RESPONSIBLY BROCHURE-0 Prescribe Responsibly Phase III 50K ESTIMATE ONLY: Develop national pain policy platform to align HPAD's & SGA e-scan new item National Advocacy 1.2MM ESTIMATE ONLY: Association Fees (National) ESTIMATE ONLY: Association Fees (National) ESTIMATE ONLY: Develop national policy platform and comm plan ESTIMATE ONLY: Combined PR/Advocacy efforts (Weber) ESTIMATE ONLY: Combined PR/Advocacy efforts (Weber) Barsamian Web Survey for SMSC Barsamian Development of brochure for SMSC Barsamian Management fee SMSC ESTIMATE ONLY: Advocacy Project TBD Local Advocacy 500K Decile 10: FL, OH, TX Pain Policy programs NeuGen RxMarketing Meeting Direct Platform FL & OH NeuGen Rx Meeting Direct Platform 6 additional states NeuGen Rx Meeting Direct Platform 5 additional states video Decile 10: Develop 4 state programs ESTIMATE ONLY: Association Fees (Regional) ESTIMATE ONLY: Printing fees for all programs HCP invites OH & FL	Decile 10	Ron Kuntz	992907582		2,686						

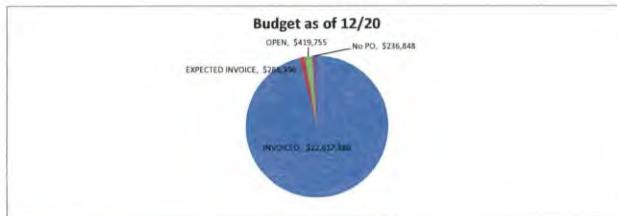
Input		Input		Drop down		Input					
2012 Brand		2012 Brand		Investment Summary							
Strategic imperatives	Brand Tactic	Vendor	Owner	PO #	23.5 JU BUDGET	\$1.7MM to Cut	500K REDUCTION	21.8 MM Budget	INVOICED	REMAINING based on 21.8 NU	TOTAL PO
	Smart Moves Smart Choices Brochure Printing	Lisa Ferguson		992997142	3,190	—	—	3,190	3,190	—	3,190
	Baum Printing OH Policy Invites	Lisa Ferguson		992858018	1,659	(156)	—	1,503	1,503	(0)	1,503
	Advance awareness of under treatment of pain										
	Public Relations Programs (SMSC, LTP, PR) IMM	Lisa Ferguson		992649825	35,877	—	—	35,877	35,877	—	35,877
	Ketchum Inc - 2011 PR	Moore	Lisa Ferguson	992864532	66,130	—	—	66,130	66,130	—	66,130
	NUCYNTA Smart Moves Smart Choices Tool Kit	SYNERGEM INC	Lisa Ferguson	992864524	6,320	—	—	6,320	6,320	—	6,320
	Smart Moves Smart Choices DVD	DAMKTG INC	Lisa Ferguson	992885570	38,625	—	—	38,625	38,625	—	38,625
	Smart Moves Smart Choices postage	DAMKTG INC	Frank Demiro	992884850	5,511	—	642	6,153	6,153	—	6,153
	Nucynta Smart Moves Smart Choices fulfillment	DAMKTG INC	Frank Demiro	99299232	8,000	—	(8,000)	—	—	—	—
	National Association - Smart Moves Smart Choices	Frank Demiro			—	—	—	—	—	—	—
	Weber Shandwick Agency fee	Weber Shandwick			—	—	—	—	—	—	—
	PO	Weber Shandwick	Frank Demiro	992925256	681,000	—	681,000	681,000	681,000	—	681,000
	Weber Shandwick PO (\$172,295 initial P.O.)	Compas inc	Compas inc		—	40,000	40,000	40,000	40,000	—	40,000
	Pain Week Curtain raiser	Compas inc			—	—	—	—	—	—	—
Miscellaneous Costs	Misc Total										
	Printing (PI and Other) 2MM	Free Goods			128,797	9,941	217,483	356,221	356,221	—	356,221
	Free Goods - Sample	Benfield Group	Frank Demiro	992859540	37,500	(31,550)	—	5,950	5,950	—	5,950
	Benfield Group (Employer Kits)	Benfield Group	Frank Demiro	992787624	(48,475)	—	(48,475)	(48,475)	(48,475)	—	(48,475)
	DOWNPAYMENT: STAGE 2: Tapentadol ER										
	Misc. Costs	—	—	—	—	—	—	—	—	—	—
	Package Insert Formatting (NUC ER)	BNO?	Frank Demiro	992857956	5,000	—	(576)	4,425	4,425	—	4,425
	Simple Design / Repurposing (NUC ER)	Group360	Frank Demiro	992858026	75,143	—	35,000	110,143	108,430	1,713	110,000
	Product Theaters (NUC ER)	Reigel	Frank Demiro	992858020	45,000	—	(45,000)	—	—	—	—
	Package Insert Formatting (NUC)	BNO?	Frank Demiro	992857958	5,350	—	(4,638)	712	712	—	712
	Simple Design / Repurposing (NUC)	Group360	Frank Demiro	992858030	90,000	—	—	90,000	87,321	2,679	90,000
	Versatile Printing Application	Lisa Biancani		992720370	803	—	(803)	—	—	—	—
	Spanish PI translations	KJI	Lisa Biancani	993060981	8,424	—	(8,424)	—	—	—	—
	Translation, DTP layout and translator/Q	KJI	Lisa Biancani	992935662	8,489	—	8,489	8,489	8,489	—	8,489
	PI Repack for Bunionectomy	Contemp. Graphics	Lisa Biancani	992937852	1,849	—	1,849	1,849	1,849	—	1,849
	Nucynta PI (Version 10169805)	Contemp. Graphics	Lisa Biancani	992935658	131,582	—	—	131,582	131,582	—	131,582
	2012 April Activity Report/PI, SHM, PMW	Lisa Biancani		993024298	495	—	495	495	495	—	495
	Printing Costs	—	—	—	—	—	—	—	—	—	—
	Contemp. Graphics	Lisa Biancani		992879734	15,409	—	—	15,409	15,409	—	15,409
	Contemp. Graphics	Lisa Biancani		992878636	3,765	—	—	3,765	3,765	—	3,765
	Contemp. Graphics	Lisa Biancani		992898540	29,822	—	—	29,822	29,822	—	29,822
	Moore - Nucynta Meeting Direct Invite #3	Lisa Ferguson		992873070	12,361	—	—	12,361	12,361	—	12,361
	NUCYNTA - Dimensional Leave Behind - 02T	Moore	Lisa Biancani	992898550	29,342	—	(258)	29,084	29,084	0	29,084
	NUCYNTA - Slim Jim - 02T11089 - QTY: 75	Moore	Lisa Biancani	992914147	13,790	—	(191)	13,599	13,599	(0)	13,599
	Nucynta Slim Jim PI Swap - 02T111122_Q	ENCO ASSEMBLIES	Paul Lowman	993042890	34,470	—	—	34,470	34,470	—	34,470
	NUCYNTA - Savings Card Flashcard - 02TLE	Moore	Lisa Biancani	992917596	5,651	—	—	5,651	5,650	1	5,651
	NUCYNTA - Discussion Guide Reorder - 02T	Moore	Tricia Yip	992919598	17,372	—	(2,944)	14,428	14,428	0	14,428
	NUCYNTA - Flashcard leave-behind to pull	Moore	Paul Lowman	992956398	6,035	—	—	6,035	6,035	—	6,035
	NUCYNTA - Pharmacy Stocking Kit (Reorder)	HAL OFFSET CORP	Paul Lowman	992900786	3,055	—	—	3,055	3,055	—	3,055
	HCP Mailers & Envelope Printing (NUC)	ZARTH THEBAULT	IN Paul Lowman	992891162	24,685	—	—	24,685	24,685	—	24,685
	Journal Ad - February Publication	ZARTH THEBAULT	IN Kanitha Burns	992870736	15,520	—	—	15,520	15,520	—	15,520
	Journal Ad - March/June Publication	ZARTH THEBAULT	IN Kanitha Burns	992879502	13,198	—	—	13,198	13,198	—	13,198
	IR & ER REMS Mailing - Feb.	ZARTH THEBAULT	IN Kanitha Burns	992887102	26,379	—	—	26,379	26,379	—	26,379
	NUCYNTA - Hartnick (ESD) Reprint Carrie	Contemp. Graphics	Lisa Biancani	992907550	13,338	—	—	13,338	13,338	—	13,338
	NUCYNTA - Bunionectomy I and II Reprint	Contemp. Graphics	Lisa Biancani	992910316	8,876	—	—	8,876	8,876	—	8,876
	NUCYNTA - Patient Diary - 02T12003 - QTY: 1	Contemp. Graphics	Lisa Biancani	992910470	25,179	—	—	25,179	25,179	—	25,179
	NUCYNTA - PATIENT BROCHURE - 02TLE2005	Contemp. Graphics	Lisa Biancani	992910592	38,441	—	—	38,441	38,441	—	38,441
	NUCYNTA - BUYNAR (LBP) REPRINT CARRIER	Contemp. Graphics	Lisa Biancani	992910872	34,668	—	—	34,668	34,668	—	34,668
	NUCYNTA - Patient Instructions Teardrop 0	Contemp. Graphics	Lisa Biancani	992917306	16,787	—	—	16,787	16,787	—	16,787
	NUCYNTA - Titration & Dosing Guides - Q1	Contemp. Graphics	Lisa Biancani	992920838	63,558	—	—	63,558	63,558	—	63,558
	NUCYNTA - HALE REPRINT/PI RE-PACK - 02T	Contemp. Graphics	Lisa Biancani	992970910	47,093	—	—	47,093	47,093	—	47,093
	NUCYNTA - IR/ER Dosing Reminder Guide	Contemp. Graphics	Paul Lowman	992963134	250	—	(15)	235	235	—	235
	NUCYNTA - Direct Maller - 02TLM11090 - Q	ZARTH THEBAULT	IN Lisa Biancani	992786610	35,054	—	—	35,054	35,054	(0)	35,054
	NUCYNTA - McKesson Envelope - 02TLE1082	ZARTH THEBAULT	IN Lisa Biancani	992925604	1,041	—	(1,041)	—	—	—	—
	NUCYNTA - Direct Mailing of multiple mail	Compas Inc	Lisa Biancani	992901322	1,343	—	—	1,343	1,343	—	1,343
	NUCYNTA - HARTTRICK (ESD) REPRINT REORDER	Compas Inc	Lisa Biancani	992901492	696	—	—	696	696	1	696
	NUCYNTA - 90 DAY SAFETY STUDY REPRINT RE	Compas Inc	Lisa Biancani	992901594	65,778	—	—	65,778	65,778	—	65,778
	NUCYNTA - BUNIONECTOMY II REPRINT REORDE	Compas Inc	Lisa Biancani	992901636	71,513	—	—	71,513	71,513	—	71,513
	Tap IR Digital & Relationship Mktg Bench	TGAS Advisors	Lisa Biancani	992953626	34,267	—	—	34,267	34,267	—	34,267
	NUCYNTA - BUNIONECTOMY I REPRINT REORDER	Compas Inc	Lisa Biancani	992901670	36,300	—	—	36,300	36,300	—	36,300
	NUCYNTA - Dosing Wall Poster - 02TLE1100	Unimac Graphics	Lisa Biancani	992923946	14,219	—	—	14,219	14,219	—	14,219
	NUCYNTA ER PI - 02TLE11080 - QTY: 1,000	Unimac Graphics	Lisa Biancani	992938956	62,750	—	—	62,750	62,750	—	62,750
	Tissue PI Reprint for Savings Cards	Unimac Graphics	Lisa Ferguson	992990800	126,248	—	—	126,248	126,248	—	126,248
	Nucynta Tissue PI-02T11122 Qty: 500,00	Contemp. Graphics	Paul Lowman	993039874	46,409	—	—	46,409	46,409	(0)	46,409
	Nucynta ER Tissue PI Reprint for Savings	Contemp. Graphics	Lisa Ferguson	993046210	37,999	—	—	37,999	37,999	—	37,999
	NUCYNTA ER-Medscripts program cover letter	Contemp. Graphics	Kanitha Burns	992962801	10,115	—	—	10,115	10,115	—	10,115
	NUCYNTA IR/ER Savings Card Program Flash (MedScript)	MOOR	Kanitha Burns	99299632	2,289	—	—	2,289	2,289	—	2,289
	Aventine Training	Decile 10	Frank Demiro	993105111	3,765	71	—	3,836	3,836	(0)	3,765
	PNMT Stickers Print	TEMPORARY GRAPHIC	Domino Lazzaro	993103284	187,600	—	—	187,600	187,600	—	187,600
	NUCYNTA-GA Pain Management Billfold Item	TEMPORARY GRAPHIC	Ron Kuntz	993094328	29,774	—	—	29,774	29,774	—	29,774
	Steve Stanos-Honorarium for Nucynta ER 2	Decile 10	Frank Demiro	993094221	7,004	—	—	7,004	7,004	—	7,004
	DPN Schwartz Reprint Carrier	Kanitha Burns		993058199	2,750	—	—	2,750	2,750	—	2,750
					42,579	—	—	42,579	42,579	—	42,579

2012 Brand 2012 Brand Investment Summary									
Strategic Imperatives		Brand Tactic	Vendor	Owner	PO #	23.5 JU BUDGET	\$1.7MM to Cut	600K REDUCTION	23.8 MM Budget
Nucynta ER DPN Pain Announcement Card HC		Paul Lowman	993057787		67,913			67,913	
DPN HCP Maller- Postage		Paul Lowman	993054820		28,097			28,097	
DPN HCP Maller- Mailing		Paul Lowman	993054856		39,361			39,361	
Nucynta ER DPN MAILING CARD FOR HCP MAI		Paul Lowman	993056866		2,613			2,613	
Nucynta ER DPN CELLO ENVELOPE FOR HCP M		Paul Lowman	993056943		3,887			3,887	
Internal Communications (Group 360)		Lisa Bianchi			20,000		(20,000)		
NUCYNTA I/R/ER Dosing Card new ISI		Paul Lowman	993057914		58,500	29,668		88,168	
Spanish PNMT Shelf Talker		Lisa Bianchi			5,700		(5,700)		
Patient Affordability chart		Frank DeMiro			10,600		(10,600)		
Rewrap reprints		Kanitha Burns			27,314		(27,314)		
NUCYNTA-#9 Env, 3-#10 Envelopes and 2 Le		Kanitha Burns	993069681		3,328			3,328	
NUCYNTA-Card and Reprint, item#02TLE120		Lisa Bianchi	993071331		5,710			5,710	
NUCYNTA-Nucynta Slim Jim PI Re-pack, It		Paul Lowman	993062598		2,686		(25)	2,661	
Table Tops (Group 360)		Dominic Lazzaro			3,700		(3,700)		
NUCYNTA ER Package Insert		Paul Lowman	993054151		136,652			136,652	
NUCYNTA Package Insert		Kanitha Burns			35,600		(35,600)		
Clinical Educator Welcome Cards	Contemp. Graphics	Kanitha Burns	993063711		1,817	127		1,944	
DPM Leave Behind (60k)		Kanitha Burns	993090647				46,333	46,333	
NUCYNTA ER Pharmacy Stocking Kit & Tear Pad (60k)		Kanitha Burns	993081810				76,488	76,488	
NUCYNTA ER Titration & Dosing Card (50k)		Kanitha Burns	993089523				20,733	20,733	
NUCYNTA/NUCYNTA ER Dual Dosing Card (add'l print run) (25k)		Kanitha Burns	993089236				39,478	39,478	
Extra (Estimate)					368,787		(368,787)		
Cycle Meetings (Presentation support, videos, customer/patient, panels, speech writing, printing materials, etc.) 175K									
Sales Training Contracting & Faculty Man		Frank DeMiro	993066133				850	859	
Danny Cycle 1 support		Kanitha Burns	992910868		9,000		(145)	8,855	
Pain Specialist consultants (18) at regional cycle mtg		Kanitha Burns	992933856		34,380		(7,924)	26,456	
Burke Award Submission (Smart Moves, Smart Choices)		Frank DeMiro	992890664		15,000			15,000	
Burke Award Submission (Peer to Peer)		Frank DeMiro	992915919		15,000			15,000	
Sales Rep support-eRAMP letters	MetaPharma	Lisa Bianchi	992891020		41,280			41,280	
Lou and brand team video (cycle 1)	Multi Media	Kanitha Burns	Lou		1,325			1,325	
NUC iPad video (cycle 1)	Multi Media	Kanitha Burns	Nuc iPad		4,800			4,800	
NUC ER iPad video (cycle 1)	Multi Media	Kanitha Burns	er ipad		770			770	
KOL Sales Impact Meeting (institutional & retail)		Kanitha Burns			37,000		(37,000)		
Mike Greenly cycle 1		Kanitha Burns	971046271		37,500			37,500	
Mike Greenly cycle 2		Kanitha Burns	971050469		22,000		(22,000)		
Sales Training Speaker - Matthew Lipp	Decile10	Kanitha Burns	992977492		1,300		(129)	1,171	
Speech Coach		Kanitha Burns	992989204		5,777			5,777	
NUC ER iPad walk across training video w/ Lou (Sales Impact)	Multi Media	Kanitha Burns	walk across		5,225			5,225	
Access video (Sales Impact Mtg)	Decile10	Kanitha Burns	993015512		7,000		(69)	6,931	
Broadhurst Retail Team Address	Multi Media	Kanitha Burns	Broadhurst		4,375			4,375	
DPM Launch Video	Multi Media	DPM Vid			7,550			7,550	
IHC Announcement	Multi Media	IHC			1,575			1,575	
NUCYNTA Focus Group Edits	Multi Media	Group Edits			800			800	
KOL Sales Training Videos for Sales Impact Mtg	Multi Media	Kanitha Burns	KOL		9,200			9,200	
DPM Virtual Launch (Multimedia Services)	Multi Media		Virtual Launch		16,925			16,925	
DPM Virtual Launch (Dyentive)		Kanitha Burns	993049429		21,250			21,250	
Sales Force Equipment		Tricia Yap	iPads		78,850			78,850	
Sales Force Equipment		Tricia Yap	C3i		9,520			9,520	
Nucynta ER Sales App		Kanitha Burns	Strategic		49,400			49,400	
Branding of 'pain sales team'	Group360	Kanitha Burns			15,000		(15,000)		
July-October Convention Activity for Nuc	IMPACT UNLIMITED INC	Dominic Lazzaro	993103460		3,410			3,410	
NUCYNTA - Package Insert - Reorder - 101	TEMPORARY GRAPHICS INC		993110394			23,516		23,516	
NUCYNTA - Package Insert - Reorder - 102	TEMPORARY GRAPHICS INC		993110435			27,211		27,211	
Down payment for postage-NUCYNTA POSTAGE	TEMPORARY GRAPHICS INC		993108980			31,250		31,250	
NUCYNTA - Leave Behind BRC "800 HCP Reso	TEMPORARY GRAPHICS INC		993108983			61,170		61,170	
NUCYNTA-BRC - HCP MAILER, item#02TLE1211	TEMPORARY GRAPHICS INC		993108979			6,929		6,929	
NUCYNTA-Texas Postcard Listing Commercia	TEMPORARY GRAPHICS INC		993109484			2,121		2,121	
NUCYNTA - Tent Card & Personalized Letter	TEMPORARY GRAPHICS INC		993109703			62,548		62,548	
NUCYNTA - Schwartz Reprint, item#02TLE1	COMPAS INC		993109565			54,800		54,800	
NUCYNTA - HCP LETTER, item#02TLE121042C,	TEMPORARY GRAPHICS INC		993108298			4,503		4,503	
NUCYNTA - Envelope & Fulfillment, item#K0	TEMPORARY GRAPHICS INC		993108372			12,843		12,843	
	Decile10		993109833			40,500		40,500	
	NexGen		993109834			50,000		50,000	
	Decile10		993109839			82,125		82,125	
			993963000			8,427		8,427	
2011 Credit									
					(108,375)			(107,375)	
					24,472,086	(1,544,672)	(703,374)	22,224,040	
								424,040	
								212,295	
								23,617,386	
								(30,380)	
								22,007,286	

Budget as of 12/20

NU Budget	\$ 21,800,000	
INVOICED	\$ 22,617,386	103.7%
EXPECTED INVOICE	\$ 288,396	
OPEN	\$ 419,755	1.9%
No PO	\$ 236,848	1.1%
Total	\$ 23,562,385	108.1%

Currently Budgeted Over by \$ 1,762,385 8.1%

**No POs**

Brand Tactic	Vendor	Owner	PO #	23.5 IU BUDGET	\$1.7MM to Cut	600K REDUCTION	21.8 MM Budget	INVOICED	REMAINING based on 21.8 NU	TOTAL PO	OPEN	Comments
Nucynta ER Sales App		Kanitha Burns		52,000			52,000	-	52,000	-	-	Charlie reached out to vendor about accrual
Mystra		Frank Demiro		28,600			28,600	-	28,600	-	-	Will need to be accrued
Revision to the speaker slide deck	Decile 10	Johnette Johnson		50,000	-		50,000	-	50,000	-	-	Needs David's approval
Sales Force Equipment	JJIT	Kanitha Burns		78,850	-		78,850	-	78,850	-	-	send accrual form
Sales Force Equipment (Finance)	JJIT	Kanitha Burns		9,520	-		9,520	-	9,520	-	-	
Envelope & Fulfillment		Frank Demiro		12,003			12,003	-	12,003	-	-	In process of being opened
NUCYNTA - HCP LETTER		Frank Demiro		4,208			4,208	-	4,208	-	-	In process of being opened
Nucynta conventions. Feb thru Dec.	Event Technologies	Dominic Lazzaro		1,667	-		1,667	-	1,667	-	-	In process of being opened
Additional Projects												Accrual received 12/20
									236,848			

Open POs

Brand Tactic	Vendor	Owner	PO #	23.5 IU BUDGET	\$1.7MM to Cut	600K REDUCTION	21.8 MM Budget	INVOICED	REMAINING based on 21.8 NU	TOTAL PO	OPEN	Comments
ICRM	JJIT	Lisa Biancini	NO PO		95,000		95,000	-	79,881	15,119	-	
Paid Search	Razorfish	Kanitha Burns	Razorfish	356,160	(210,290)	27,510	173,400	137,141	36,759	-	-	Coming through intercompany
PNMT \$25 2012 Production.	TrialCard	Dominic Lazzaro		52,091	-		52,091	-	-	52,091	-	Accrual will come tomorrow
Nucynta/ER	ICC			72,000	-		72,000	-	-	72,000	-	Opened 12/19
Agency Fee				992857998	3,000	28,150	43,850	31,150	43,850	35,000	3,850	jamie check in about
Contemporary Graphics Printing								-	200,437	-	-	get contact
Custom NER Flashcards								-	419,755			
4-Month Pad Program (Sep-Dec) DPN		Kanitha Burns	Pad Program	198,000	2,437	-	200,437	-				

Expected Invoiced

Brand Tactic	Vendor	Owner	PO #	23.5 IU BUDGET	\$1.7MM to Cut	600K REDUCTION	21.8 MM Budget	INVOICED	REMAINING based on 21.8 NU	TOTAL PO	OPEN	Comments
Compas Credit	ICC			(43,012)	-		(43,012)	-	(43,012)	-	-	Accrual received 12/20
PDR		Ron Kuntz	PDR	264,134	-	-	264,134	-	187,468	76,667	-	Accrual received 12/20
KOL Stakeholder Database	Decile 10	Dominic Lazzaro	992911614	13,620	-		13,620	-	12,605	1,015	13,620	1,015
Project Mgt & Consultancy Services - DPN Speaker Training 300K	Decile 10	Frank Demiro	993085618	25,000	-		25,000	-	15,180	9,820	25,000	9,820
Decile 10	Frank Demiro		992865568	368,950	(200,000)	24,050	193,000	170,468	22,532	193,000	22,532	
Speaker Training Portal	Decile 10	Frank Demiro	993023882	250,000	-		250,000	-	244,149	5,851	250,000	5,851
2012 PNMT \$25 Savings Card - Admin Fee Old		Dominic Lazzaro	992963000	112,828	-		112,828	-	110,861	1,967	112,828	1,967
2012 PNMT \$25 Savings Card - Admin Fee New		Dominic Lazzaro	993002852	1,123,350	(600,000)	(90,000)	433,350	443,195	40,155	1,123,350	680,155	
2012 TRIALSCRIPT "10 Free Pills" Old		Dominic Lazzaro	992962998	18,406	-		18,406	-	14,799	3,605	16,002	1,203
2012 TRIALSCRIPT "10 Free Pills" New		Dominic Lazzaro	992953992	210,888	(91,000)	(19,888)	60,921	60,921	8,967	210,888	149,967	
Pain Work Curtains	Compas Inc	Compas Inc		40,000	(40,000)			-	493,134	(34,519)	458,615	
CRM (\$460K P.O.)	WX	Lisa Biancini	993015300	458,615	-		458,615	-	90,490	19,653	110,000	19,510
Simple Design / Repurposing (NUC ER)	Group360	Frank Demiro	992858026	75,143	-		35,000	110,143	85,761	4,239	90,000	4,239
Simple Design / Repurposing (NUC)	Group360	Frank Demiro	992858030	90,000	-		90,000	-	-	437	5,000	5,000
Spotfire upgrade for BIOM project - JJIT	Lisa Biancini	993093328	5,000	-	(4,563)	437	-	-	-	3,410	3,410	Accrual received 12/20
July-October Convention Activity for Nuc	IMPACT UNLIMITED INC	Dominic Lazzaro	993103460	3,410	-		3,410	-	-	15,765	-	Accrual received 12/20
Weber Shandwick PO (\$172,295 initial P.O.)	Weber Shandwick	Frank Demiro	992952556	681,000	-		681,000	-	658,163	22,837	601,000	-
Profero Agency fee		Dominic Lazzaro	992864526	180,000	35,000		215,000	194,244	20,756	215,000	20,756	Accrual received 12/20
Profero SCS Support Fees (back office costs)		Dominic Lazzaro	992890668	49,500	-		8,250	49,500	-	8,250	49,500	Accrual received 12/20
Benefit verification (Triplefin) set up in 2012		Dominic Lazzaro		-			(248,000)	-	115,765	-	-	Accrual received 12/20
									288,398			

Items Resolved

Brand Tactic	Vendor	Owner	PO #	23.5 IU BUDGET	\$1.7MM to Cut	600K REDUCTION	21.8 MM Budget	INVOICED	REMAINING based on 21.8 NU	TOTAL PO	OPEN	Comments
ICRM analytics (\$56,504)	Model N	Frank Demiro	993066922	50,000	6,507		56,504	56,507	-	56,504	-	Received invoice 12/18
NUCYNTA-Savings Card Holders, Card		Dominic Lazzaro	993104105	41,813	-		41,813	41,813	-	41,813	-	Invoiced 12/18
give Status/Bonanaram for Nucynta ER	Decile 10	Frank Demiro	993094221	2,750	-		2,750	-	2,750	-	-	Invoiced 12/18
NUCYNTA-SAVINGS CARD LETTERHEAD & ENVEL		Dominic Lazzaro	993105118	3,083	-		3,083	3,083	-	3,083	-	
Avantline Training	Decile 10	Frank Demiro		187,000	-		187,000	-	187,600	-	-	Invoiced 12/19
DPN Leave Behind (60k)		Kanitha Burns	993090647	-	46,333	46,333	-	46,333	-	46,333	-	Invoiced 12/19
Spanish PI translations	KJL	Lisa Biancini	993060981	8,424	(8,424)	-	-	-	8,424	-	-	Cancelled. Jennifer to devalue
Quarterly Data Extract	Event Technologies	Dominic Lazzaro	992998886	6,420	-	(1,605)	4,815	4,815	-	1,605	-	Jennifer to devalue
Barsamian Development of brochure for SMS		Frank Demiro	992963010	21,000	-	(1,000)	20,000	20,000	-	21,000	1,000	Jennifer to devalue
Travel/OOP/Production (P.O. S265,200)		Tricia Yap	992861108	265,200	(50,000)	(117,601)	97,599	97,599	-	111,621	111,621	111,621.03

ePocrates Formulary Flashes	225,000	Flashes	0%	50%	50%	0%	-	112,500	112,500	-	225,000	-	225,000	-	-	-	
Decile 10 unaccrued 2011 expense for Part D	(3,767)	992698916	-48%	148%	0%	0%	-	1,808	(5,576)	-	(3,767)	(0)	(3,767)	-	-	-	
Payer Advisory Board Meeting	-	-	0%	0%	0%	-	-	-	-	-	-	-	-	-	-	-	
ESTIMATE ONLY: End of Year Ad Board	-	-	0%	0%	50%	50%	-	-	-	-	-	-	-	-	-	-	
Update Managed Care Value Prop Slide Deck 50K	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-	
ESTIMATE ONLY: March Update with Business Update & iPad	50,000	-	0%	100%	0%	0%	-	50,000	-	-	50,000	-	-	-	-	-	
DPN Advisory Board Meeting 150K	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-	
Decile 10 1:1 Payer Calls	41,975	992886336	68%	32%	0%	0%	28,543	13,432	-	-	41,975	-	40,864	-	(17,590)	-	
ESTIMATE ONLY: DPN Virtual Ad Board	25,000	993037422	0%	100%	0%	0%	-	25,000	-	-	25,000	-	-	-	20,020	2,017	
Cross Brand Ad Board	50,000	Cross Brand	0%	0%	0%	0%	-	-	-	-	-	50,000	-	-	-	50,000	-
Internal SCG Advisory Board Meeting 15K	-	-	0%	0%	100%	0%	-	-	-	-	-	-	-	-	-	-	
Develop and create SCG customer materials including payers, LTC, advocacy, policy, etc 300K	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-	
ESTIMATE ONLY: PBM Account Leader Product Profile	81,515	992935660	0%	100%	0%	0%	-	81,515	-	-	81,515	-	-	-	52,033	11,016	10,986
ESTIMATE ONLY: Elderly questionnaire response	-	-	0%	50%	50%	0%	-	-	-	-	-	-	-	-	-	-	
ESTIMATE ONLY: SCG Materials (Update value deck w/ DPN)	26,025	-	0%	0%	100%	0%	-	-	26,025	-	26,025	-	-	-	-	-	-
SCG Value Payer Message Updates for DPN Part 1	23,975	993021466	0%	0%	100%	0%	-	-	23,975	-	23,975	-	-	-	-	20,639	3,286
ESTIMATE ONLY: Materials for DPN Indication (DPN HECOR non-branded reprint licensing)	25,000	-	0%	25%	50%	25%	-	6,250	12,500	6,250	25,000	-	-	-	-	-	-
ESTIMATE ONLY: Materials for DPN Indication (DPN HECOR non-branded reprint licensing)	-	-	0%	50%	50%	0%	-	-	-	-	-	-	-	-	-	-	
ESTIMATE ONLY: Payer e-Blasts	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-	
Accelerate regional pull through of national formularies	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-	
Profero Group/Alert Mktg (iDesign, formulary flashcards, etc...) 850K	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-	
Profero Agency fee	180,000	992864526	17%	33%	25%	25%	30,600	59,400	45,000	45,000	180,000	-	30,110	-	73,376	70,092	39,883
2011 Profero Agency Fees--Portion not accrued	15,500	992647568	0%	100%	0%	0%	-	15,500	-	-	15,500	-	-	-	-	-	-
Printing Costs	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-	
Contemporary Graphics Printing Custom NER flashcards	3,000	992857998	100%	0%	0%	0%	-	3,000	-	-	3,000	-	35,000	(32,309)	25,469	55,527	
Unimac Printing iDesign NER flashcards	38,000	992857966	13%	87%	0%	0%	4,940	33,060	-	-	38,000	-	6,538	30,012	10,007	-	
Bindrite-National NER flashcards printing & shipping	36,851	992857970	100%	0%	0%	0%	-	36,851	-	-	36,851	-	36,851	-	-	-	
Contemporary Graphics Printing Custom NUC flashcards	5,000	992858012	100%	0%	0%	0%	-	5,000	-	-	5,000	-	25,000	(23,840)	13,585	11,835	
Unimac Printing iDesign NUC flashcards	35,000	992857994	8%	92%	0%	0%	2,800	32,200	-	-	35,000	-	2,645	29,635	3,314	-	
ESTIMATE ONLY FOR REMAINING COSTS: Alert Marketing e-Pharm and e-MD	-	-	50%	25%	15%	10%	-	-	-	-	-	-	-	-	-	-	
Alert Marketing Actual	8,000	992883464	0%	100%	0%	0%	-	8,000	-	-	8,000	-	-	-	-	-	-
Alert Marketing Actual	25,150	992883884	100%	0%	0%	0%	25,150	-	-	-	25,150	-	25,150	-	-	-	
Alert Marketing Actual	16,500	992893892	100%	0%	0%	0%	16,500	-	-	-	16,500	-	16,500	-	-	-	
0	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-	
ESTIMATE ONLY FOR REMAINING COSTS: Additional printing costs for cycle grids	-	-	0%	50%	25%	25%	-	-	-	-	-	-	-	-	-	-	
Actual Cycle 1 Grid Costs	102,836	992893100	100%	0%	0%	0%	102,836	-	-	-	102,836	-	102,836	-	-	-	
Actual Cycle 2 Grid Costs	59,404	993021722	0%	100%	0%	0%	-	-	59,404	-	59,404	-	-	-	59,404	-	
Nucynta Managed Care Flashcards	-	-	0%	100%	0%	0%	-	-	-	-	-	-	-	-	-	-	
ESTIMATE ONLY REMAINING COSTS: Additional printing costs for custom cards	-	-	0%	25%	50%	25%	-	-	-	-	-	-	-	-	-	-	
Actual printing costs for custom national card	2,120	992893890	100%	0%	0%	0%	2,120	-	-	-	2,120	-	2,120	-	-	-	
Nucynta printed materials for Aetna	19,209	992939836	0%	100%	0%	0%	-	19,209	-	-	19,209	-	-	-	38,418	(19,209)	-
ESTIMATE ONLY REMAINING COSTS: Additional printing costs for iDesign cards	-	-	0%	25%	50%	25%	-	-	-	-	-	-	-	-	-	-	
Actual Printing iDesign	9,609	992893578	100%	0%	0%	0%	9,609	-	-	-	9,609	-	9,609	-	-	-	
Actual 4 page print	8,489	992890666	100%	0%	0%	0%	8,489	-	-	-	8,489	-	8,489	-	-	-	
Profero SCG Support Fees (back office costs)	49,500	992890668	25%	25%	25%	25%	12,375	12,375	12,375	12,375	49,500	-	12,375	-	20,625	8,250	
Benefit verification to support Medicare Part D exceptions and appeals 800K	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-	
Benefit verification (Triplefin) set up in 2012	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	115,765	
Nucynta ER Med Guides-02LE12084mg. Qty:	6,805	993056211	0%	100%	0%	0%	-	6,805	-	-	6,805	-	-	-	-	6,805	
ESTIMATE ONLY: Cover My Meds Processing Fees	-	-	0%	33%	33%	33%	-	-	-	-	-	-	-	-	-	-	
XCENDA Part D	8,212	992962804	0%	100%	0%	0%	-	8,212	-	-	8,212	-	-	-	8,212	24,637	-
XCENDA LTC Pull Through Training	1,208	992963044	0%	100%	0%	0%	-	1,208	-	-	1,208	-	-	-	1,208	3,622	-
Kid Source: NUCYNTA/NUCYNTA ER; JANSSEN Access One 125K	120,000	992864528	25%	75%	0%	0%	30,000	90,000	-	-	120,000	-	30,000	-	30,000	30,000	
American Journal of Managed Care Publication 150K	113,200	992769302	0%	100%	0%	0%	-	113,200	-	-	113,200	-	-	-	52,700	-	-
New Product Bulletin Publication 140K	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-	
Obtain hospital stocking & formulary access	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-	
Joint Commission Book Program 200K	-	-	0%	0%	0%	100%	-	-	-	-	-	-	-	-	-	-	
Printing Costs	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-	
Institutional Formulary Flash Cards 50K	-	-	0%	25%	50%	25%	-	-	-	-	-	-	-	-	-	-	
NUCYNTA - Campaigning for Relief Portfolio	215,649	992963910	0%	100%	0%	0%	-	215,649	-	-	215,649	-	-	-	215,649	-	-
NUCYNTA - Campaigning for Relief 4 Module	44,616	992963942	0%	100%	0%	0%	-	44,616	-	-	44,616	-	-	-	44,616	-	-
NUCYNTA - Campaigning for Relief How To G	2,307	992970772	0%	100%	0%	0%	-	2,307	-	-	2,307	-	-	-	2,307	-	-
Nucynta-Campaigning for Relief Letter w/s	5,016	993019546	0%	0%	100%	0%	-	-	5,016	-	5,016	-	-	-	-	5,016	-
Joint Commission - Pain Management: Systems Approach to Improving Quality & Safety 100K	12,550	-	0%	0%	100%	0%	-	-	12,550	-	12,550	-	-	-	-	-	-

Nucynta Institutional Quality Campaign.	87,450	992890760	77%	23%	0%	0%	67,337	20,114	-	-	87,450	-	67,618	-	-	4,243		
Ensure widespread pharmacy stocking across all strengths	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-		
Printing and Postage Costs	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-		
Retail Pharmacy Flashcards (360dev) 25K	-	-	0%	0%	100%	0%	-	-	-	-	-	-	-	-	-	-		
Medication Guides (Postage/Printing) - 62,000 pieces 135K	-	-	0%	50%	50%	0%	-	-	-	-	-	-	-	-	-	-		
DOWN PAYMENT ADVANCED POSTAGE - HCP M	12,194	992879932	100%	0%	0%	0%	12,194	-	-	-	12,194	-	12,194	-	-	(2,209)		
NUCYNTA - HCP Mailing - 02TLE11030 & 02T	9,412	992883660	97%	0%	0%	0%	9,130	-	-	-	9,130	282	9,089	-	-	-		
NUCYNTA - IR & ER REMS Mailing - Feb. 20	50,118	992885266	100%	0%	0%	0%	50,118	-	-	-	50,118	-	50,118	-	-	-		
DOWN PAYMENT ADVANCE POSTAGE - IR & ER	56,301	992885392	100%	0%	0%	0%	56,301	-	-	-	56,301	-	56,301	-	-	(10,189)		
NUCYNTA - REMS Folder Shrinkwrap for ove	295	992893762	100%	0%	0%	0%	295	-	-	-	295	-	295	-	-	-		
NUCYNTA - Med Guide Pads - NUCYNTA and N	46,946	992883462	100%	0%	0%	0%	46,946	-	-	-	46,946	-	46,946	-	-	-		
Medication Guides 2H2012 Requirement	185,000	-	0%	0%	50%	50%	-	-	92,500	92,500	185,000	-	-	-	-	-		
PDR	264,134	PDR	25%	25%	25%	25%	66,034	66,034	66,034	66,034	264,134	-	70,300	70,300	-	46,867	76,667	
IntegriChain Pharmacy Database Purchase OK	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-		
Advocate for responsible prescribing thru non-branded tools	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-		
Prescribe Responsibly App 60K	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-		
Phase II: Started in 2011 Binder and QS 360 materials	9,515	992855768	0%	100%	0%	0%	-	9,515	-	-	9,515	-	-	-	-	9,515	-	
Phase II: Started in 2011 Binder and QS 360 materials	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-		
Decile 10: Create prescribe responsibly HCP brochure	15,905	992963002	0%	100%	0%	0%	-	15,905	-	-	15,905	-	-	12,124	-	3,781	742	
ESTIMATE ONLY: App or update QS 360 materials	-	-	0%	50%	50%	0%	-	-	-	-	-	-	-	-	-	-		
Nucynta-PRESCRIBE RESPONSIBLY BROCHURE-0	9,193	993027114	0%	0%	0%	0%	-	-	-	-	9,193	-	-	-	-	9,193	-	
Prescribe Responsibly Phase III 50K	-	-	0%	50%	50%	0%	-	-	-	-	-	-	-	-	-	-		
ESTIMATE ONLY:	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-		
Develop national pain policy platform to align HPAD's & SGA	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-		
e-scan new item	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-		
National Advocacy 1.2MM	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-		
ESTIMATE ONLY: Association Fees (National)	60,667	-	0%	75%	15%	10%	-	45,500	9,100	6,067	60,667	-	-	-	-	-	-	
ESTIMATE ONLY: Association Fees (National)	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-		
ESTIMATE ONLY: Develop national policy platform and comm plan	-	-	0%	100%	0%	0%	-	-	-	-	-	-	-	-	-	-		
ESTIMATE ONLY: Combined PR/Advocacy efforts (Weber)	-	-	0%	50%	50%	0%	-	-	-	-	-	-	-	-	-	-		
ESTIMATE ONLY: Remaining Nicole Barsamian Agency fee (Smart Moves, Smart Choices)	-	-	0%	50%	25%	25%	-	-	-	-	-	-	-	-	-	-		
Barsamian Web Survey for SMSC	14,000	992963006	0%	100%	0%	0%	-	14,000	-	-	14,000	-	-	14,000	-	8,000	-	
Barsamian Development of brochure for SMSC	21,000	992963010	0%	100%	0%	0%	-	21,000	-	-	21,000	-	-	14,000	-	6,000	-	
Barsamian Management fee SMSC	49,000	992963130	0%	100%	0%	0%	-	49,000	-	-	49,000	-	-	16,000	-	33,000	-	
ESTIMATE ONLY: Advocacy Project TBD	-	-	0%	25%	50%	25%	-	-	-	-	-	-	-	-	-	-		
Local Advocacy 500K	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-		
Decile 10: FL, OH, TX Pain Policy programs	80,900	992907582	2%	98%	0%	0%	1,618	79,282	-	-	80,900	-	37,333	21,745	-	16,361	3,940	
NexGen RxMarketing Meeting Direct Platform FL & OH	85,000	-	0%	100%	0%	0%	-	85,000	-	-	85,000	-	-	-	-	-	-	
NexGen Rx Meeting Direct Platform 6 additional states	82,722	992884214	74%	26%	0%	0%	61,214	21,508	-	-	82,722	-	61,597	-	-	-		
NexGen Rx Meeting Direct Platform 5 additional states video	58,000	992883658	25%	25%	25%	25%	14,500	14,500	14,500	14,500	58,000	-	14,500	-	-	-		
Decile 10: Develop 4 state programs	153,500	992953628	0%	50%	50%	0%	-	76,750	76,750	-	153,500	-	-	30,500	-	18,300	4,906	
ESTIMATE ONLY: Association Fees (Regional)	29,994	Assn Fees	0%	50%	25%	25%	-	14,997	7,499	7,499	29,994	-	(15,006)	17,500	-	26,500	-	
ESTIMATE ONLY: Printing fees for all programs	-	-	0%	33%	33%	33%	-	-	-	-	-	-	-	-	-	-		
HCP invites OH & FL	2,686	992990954	0%	0%	0%	0%	-	-	-	-	2,686	-	-	2,703	-	-	-	
Smart Moves Smart Choices Brochure Printing	3,190	992997142	0%	0%	0%	0%	-	-	-	-	3,190	-	-	-	-	3,190	-	
Baum-Printing OH Policy Invites	1,659	99285018	91%	9%	0%	0%	1,510	149	-	-	1,659	-	1,503	-	-	-		
Advance awareness of under treatment of pain	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-		
Public Relations Programs (SMSC, LTP, PR) 1MM	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-		
Ketchum Inc - 2011 PR	35,877	992649825	100%	0%	0%	0%	35,877	-	-	-	35,877	-	35,877	-	-	-		
NUCYNTA Smart Moves Smart Choices Tool Kit	66,130	992864532	100%	0%	0%	0%	66,130	-	-	-	66,130	-	-	-	-	-		
Smart Moves Smart Choices DVD	6,320	992864524	100%	0%	0%	0%	6,320	-	-	-	6,320	-	-	-	-	-		
Smart Moves Smart Choices postage	38,625	992885570	100%	0%	0%	0%	38,625	-	-	-	38,625	-	38,625	-	-	-		
Nucynta Smart Moves Smart Choices fulfillment	5,511	992884850	30%	20%	25%	25%	1,653	1,102	1,378	1,378	5,511	-	1,659	1,873	-	936	1,685	
National Association - Smart Moves Smart Choices	8,000	992992232	0%	0%	100%	0%	-	-	8,000	-	8,000	-	-	-	-	-	-	
Weber Shandwick Agency fee	-	-	50%	25%	15%	10%	-	-	-	-	-	-	-	-	-	-		
PO	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-		
Weber Shandwick PO (\$172,295 initial P.O.)	681,000	992925256	100%	0%	0%	0%	681,000	-	-	-	681,000	-	220,000	-	-	153,129	307,871	
Pain Week Curtain raiser	-	Compas Inc	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	40,000	-	
Misc Total	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-	-	
Printing (PI and Other) 2MM	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-	-	
Free Goods - Samples	128,797	Free Goods	100%	0%	0%	0%	128,797	-	-	-	128,797	-	9,941	-	-	217,483	-	
Benfield Group (Employer Kits)	37,500	992859540	16%	0%	34%	50%	6,000	-	12,750	18,750	37,500	-	5,950	-	-	-	-	
DOWNPAYMENT: STAGE 2: Tapentadol ER	(48,475)	992787624	0%	100%	0%	0%	-	(48,475)	-	-	(48,475)	-	(48,475)	-	-	-	-	
Misc. Costs	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-	-	
Package Insert Formatting (NUC ER)	5,000	992857956	11%	0%	39%	50%	550	-	1,950	2,500	5,000	-	600	280	-	-	3,545	-
Simple Design / Repurposing (NUC ER)	75,143	992858026	43%	7%	25%	25%	32,312	5,260	18,786	18,786	75,143	-	32,507	26,531	-	15,758	33,635	
Product Theaters (NUC ER)	45,000	992858020	0%	50%	25%	25%	-	22,500	11,250	11,250	45,000	-	-	-	-	-	-	
Package Insert Formatting (NUC)	5,350	992857958	0%	50%	25%	25%	-	2,675	1,338	1,338	5,350	-	-	300	-	412	-	
Simple Design / Repurposing (NUC)	90,000	992858030	0%	50%	25%	25%	-	45,000	22,500	22,500	90,000	-	19,158	21,739	-	29,429	16,995	
Versatile Printing Application	803	992720370	0%	50%	25%	25%	-	401	201	201	803	-	-	-	-	-	-	
Spanish PI translations	8,424	993060981	0%	0%	100%	0%	-	-	8,424	-	8,424	-	-	-	-	-	-	
Translation, DTP layout and translator/Q	8,489	992935662	0%	0%	0%	0%	-	-	-	-	8,489	-	8,489	-	-	-		

PI Repack for Bunionectomy	1,849	992937852	0%	100%	0%	0%	-	1,849	-	-	-	1,849	-	-
Nucynta PI (Version 10169805)	131,582	992935658	0%	100%	0%	0%	-	131,582	-	-	-	131,582	-	-
2012 April Activity Report/JPI. SHM, PMW	495	993024298	0%	0%	100%	0%	-	495	-	495	-	495	-	495
Printing Costs	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-
0	15,409	992879734	100%	0%	0%	0%	15,409	-	-	15,409	-	15,409	-	-
0	3,765	992878636	100%	0%	0%	0%	3,765	-	-	3,765	-	3,765	-	-
0	29,822	992898540	100%	0%	0%	0%	29,822	-	-	29,822	-	29,822	-	-
Moore- Nucynta Meeting Direct Invite #3	12,361	992873070	100%	0%	0%	0%	12,361	-	-	12,361	-	12,361	-	-
0	29,342	992898550	100%	0%	0%	0%	29,342	-	-	29,342	-	29,084	-	-
NUCYNTA - Dimensional Leave Behind - 02T	13,790	992914147	100%	0%	0%	0%	13,790	-	-	13,790	-	13,599	-	-
NUCYNTA - Slim Jim - 02TL11089 - QTY: 75	34,470	992917496	100%	0%	0%	0%	34,470	-	-	34,470	-	34,470	-	-
Nucynta Slim Jim PI Swap - 02TL11112. Q	5,651	993042890	0%	0%	0%	0%	-	-	5,651	-	-	-	-	5,650
NUCYNTA - Saving Card Flashcard - 02TLE	17,372	992917596	100%	0%	0%	0%	17,372	-	-	17,372	-	17,536	-	(3,108)
NUCYNTA - Discussion Guide Reorder - 02T	6,035	992919598	100%	0%	0%	0%	6,035	-	-	6,035	-	6,035	-	-
NUCYNTA - Flashcard leave-behind to pull	3,055	992963938	0%	100%	0%	0%	-	3,055	-	3,055	-	-	-	3,055
NUCYNTA - Pharmacy Stocking Kit (Reorder)	24,685	992900786	0%	100%	0%	0%	24,685	-	-	24,685	-	-	-	24,685
HCP Mailers & Envelope Printing (NUC)	15,520	992891162	100%	0%	0%	0%	15,520	-	-	15,520	-	15,520	-	-
Journal Ad - February Publication	13,198	992870736	100%	0%	0%	0%	13,198	-	-	13,198	-	13,198	-	-
Journal Ad - March-June Publication	26,379	992879502	100%	0%	0%	0%	26,379	-	-	26,379	-	26,379	-	-
IR & ER REMS Mailing- Feb.	13,338	992887102	100%	0%	0%	0%	13,338	-	-	13,338	-	13,338	-	-
NUCYNTA - Hartrick (ESJD) Reprint Carrie	8,876	992907550	0%	100%	0%	0%	-	8,876	-	8,876	-	-	-	8,876
NUCYNTA - Bunionectomy I and II Reprint	25,179	992910316	0%	100%	0%	0%	-	25,179	-	25,179	-	-	-	25,179
NUCYNTA - Pain Diary - 02TL12003 - QTY:	38,441	992910470	0%	100%	0%	0%	-	38,441	-	38,441	-	-	-	38,441
NUCYNTA - PATIENT BROCHURE - 02TL12005 -	34,668	992910592	100%	0%	0%	0%	34,668	-	-	34,668	-	34,668	-	-
NUCYNTA - BUYNNAK (LBP) REPRINT CARRIER -	16,787	992910872	0%	100%	0%	0%	-	16,787	-	16,787	-	-	-	16,787
NUCYNTA - Patient Instructions Teardrop 0	63,558	992917306	100%	0%	0%	0%	63,558	-	-	63,558	-	63,558	-	-
NUCYNTA - Titration & Dosing Guides - QT	47,093	992920838	100%	0%	0%	0%	47,093	-	-	47,093	-	47,093	-	-
NUCYNTA - HALE REPRINT/PI RE-PACK - 02T	250	992970910	0%	100%	0%	0%	-	250	-	250	-	-	-	235
NUCYNTA - IR/ER Dosing Reminder Guide -	35,054	992963134	0%	100%	0%	0%	-	35,054	-	35,054	-	-	-	35,054
NUCYNTA - Direct Mailer - 02TLM11090 - Q	1,041	992786610	0%	100%	0%	0%	-	1,041	-	1,041	-	-	-	-
NUCYNTA - McKesson Envelope - 02TLE11082	1,343	992925604	100%	0%	0%	0%	1,343	-	-	1,343	-	1,343	-	-
NUCYNTA - Direct Mailing of multiple mat	696	992929826	100%	0%	0%	0%	696	-	-	696	-	696	-	-
NUCYNTA - HARTRICK (ESJD) REPRINT REORDE	65,778	992901322	100%	0%	0%	0%	65,778	-	-	65,778	-	65,778	-	-
NUCYNTA - BUYNNAK (LBP) REPRINT REORDER -	71,513	992901492	100%	0%	0%	0%	71,513	-	-	71,513	-	71,513	-	-
NUCYNTA - 90 DAY SAFETY STUDY REPRINT RE	34,267	992901594	100%	0%	0%	0%	34,267	-	-	34,267	-	34,267	-	-
NUCYNTA - BUNIONECTOMY II REPRINT REORDE	36,300	992901636	100%	0%	0%	0%	36,300	-	-	36,300	-	36,300	-	-
Tap IR Digital & Relationship Mktg Bench	14,219	992953626	0%	100%	0%	0%	-	14,219	-	14,219	-	-	-	14,219
NUCYNTA - BUNIONECTOMY I REPRINT REORDER	62,750	992901670	100%	0%	0%	0%	62,750	-	-	62,750	-	62,750	-	-
NUCYNTA - Dosing Wall Poster - 02TLE1100	29,118	992923946	100%	0%	0%	0%	29,118	-	-	29,118	-	29,118	-	-
NUCYNTA ER PI - 02TLE11080 - QTY: 1,000	126,248	992938956	0%	100%	0%	0%	-	126,248	-	126,248	-	-	-	126,248
Tissue PI Reprint for Savings Cards	46,409	992990080	0%	0%	0%	0%	-	-	46,409	-	-	-	-	46,409
Nucynta Tissue PI-02TL1122. Qty: 500,00	37,999	993039874	0%	0%	100%	0%	-	37,999	-	37,999	-	-	-	37,999
Nucynta ER Tissue PI Reprint for Savings	10,115	993046210	0%	0%	100%	0%	-	10,115	-	10,115	-	-	-	10,115
NUCYNTA ER-Mediscripts program cover letter	2,289	992962801	0%	100%	0%	0%	-	2,289	-	2,289	-	-	-	2,289
NUCYNTA IR/ER Savings Card Program Flash (MediScript)	3,765	992993632	0%	100%	0%	0%	-	3,765	-	3,765	-	-	-	3,836
Aventine Training	187,600	993105111	0%	0%	0%	0%	-	-	-	187,600	-	-	-	187,600
PNMT Stickers Pring	29,774	993103284	0%	0%	0%	0%	-	-	-	29,774	-	-	-	29,774
NUCYNTA-GA Pain Management Bifold, Item#	7,004	993094328	0%	0%	0%	0%	-	-	-	7,004	-	-	-	7,004
Steve Stanos-honorarium for Nucynta ER 2	2,750	993094221	0%	0%	0%	0%	-	-	-	2,750	-	-	-	2,750
DPN Schwartz Reprint Carrier	42,579	993058199	0%	0%	0%	0%	-	-	-	42,579	-	-	-	42,579
Nucynta ER DPN Pain Announcement Card HC	67,913	993057787	0%	0%	0%	0%	-	-	-	67,913	-	-	-	67,913
DPN HCP Mailer- Postage	28,097	993054820	0%	0%	0%	0%	-	-	-	28,097	-	-	-	28,097
DPN HCP Mailer- Mailing	39,361	993054856	0%	0%	0%	0%	-	-	-	39,361	-	-	-	39,361
Nucynta ER DPN MAILING CARD FOR HCP MAI	2,613	993056866	0%	0%	0%	0%	-	-	-	2,613	-	-	-	2,613
Nucynta ER DPN CELLO ENVELOPE FOR HCP M	3,887	993056943	0%	0%	0%	0%	-	-	-	3,887	-	-	-	3,887
Internal Communications (Group 360)	20,000	993057914	0%	0%	0%	0%	-	-	-	20,000	-	-	-	-
NUCYNTA IR/ER Dosing Card new ISI	58,500	993057914	0%	0%	0%	0%	-	-	-	58,500	-	-	-	-
Spanish PNMT Shelf Talker	5,700	993057914	0%	0%	0%	0%	-	-	-	5,700	-	-	-	-
Patient Affordability chart	10,600	993057914	0%	0%	0%	0%	-	-	-	10,600	-	-	-	-
Repack reprints	27,314	993057914	0%	0%	0%	0%	-	-	-	27,314	-	-	-	-
NUCYNTA-#9 Env, 3-#10 Envelopes and 2 Le	3,328	993069681	0%	0%	0%	0%	-	-	-	3,328	-	-	-	3,328
NUCYNTA-Card and Reprint , Item#02TLE120	5,710	993071331	0%	0%	0%	0%	-	-	-	5,710	-	-	-	5,642
NUCYNTA-Nucynta Slim Jim PI Re-pack, It	2,686	993062598	0%	0%	0%	0%	-	-	-	2,686	-	-	-	2,661
Table Tops (Group 360)	3,700	993062598	0%	0%	0%	0%	-	-	-	3,700	-	-	-	-
NUCYNTA ER Package Insert	136,652	993054151	0%	0%	0%	0%	-	-	-	136,652	-	-	-	136,652
NUCYNTA Package Insert	35,600	993054151	0%	0%	0%	0%	-	-	-	35,600	-	-	-	-
Clinical Educator Welcome Cards	1,817	993063711	0%	0%	0%	0%	-	-	-	1,817	-	-	-	1,944
DPN Leave Behind (60k)	993090647	0%	0%	0%	0%	-	-	-	-	-	-	-	-	46,333
NUCYNTA ER Pharmacy Stocking Kit & Tear Pad (60k)	993081810	0%	0%	0%	0%	-	-	-	-	-	-	-	-	76,488
NUCYNTA ER Titration & Dosing Card (50k)	993089523	0%	0%	0%	0%	-	-	-	-	-	-	-	-	20,733
NUCYNTA/NUCYNTA ER Dual Dosing Card (add'l print run) (25k)	993089236	0%	0%	0%	0%	-	-	-	-	-	-	-	-	39,478
Extra (Estimate)	368,787	0%	33%	33%	34%	-	121,700	121,700	125,388	368,787	-	-	-	-

2011 Accruals	0	-	0	-
992800792	(80,969)	(1,406)	-	-
992751684	-	-	(25,000)	-
992752378	(20)	-	-	-
992752394	255,348	-	-	-
Double counting	(255,328)	-	-	-
992994934	62,500	(62,500)	-	-
Old PNMT	31,849.65	(31,849.65)	0	0
New 10 Pill	105,673.98	(105,673.98)	(0)	(0)

Ref Document Number	Input	Reference Item	Acct assignment number	Name	Vendor	Name 1	Cost element descr	Cost Center	Aux. acct assignment 1	Document Date	Plan/CCurrency	Val/COArea Ctry	
971046271		1	1	General Consulting (80100000)	6362410	KELLY SERVICES INC	Creative	35545	OR00000014293	3/2/2012	37500.00	0.00	
971050469	PO #	1	1	Executive Training and Coaching - includ	6362410	KELLY SERVICES INC	Other Consumer Promotions	35152	OR00000014293	7/9/2012	22000.00	0.00	
992624962		#/N/A	1	1	DOWNPAYMENT- Nucynta Partnership for Pa	430011851	Tactical Advantage Group LLC	Other Consumer Promotions	35546	OR00000014285	1/7/2011	75038.63	0.00
992624962		992870463	2	1	2011 COSTS: Nucynta Partnership for Pan	430011851	Tactical Advantage Group LLC	Other Consumer Promotions	35546	OR00000014285	1/7/2011	300156.40	0.00
992625336		#/N/A	1	1	L Ferguson: 2011 NUCYNTA Managed Care P	279256401	UNIMAC GRAPHICS	Selling Ads (Cons. Promo)	35546	OR00000014286	1/7/2011	84864.51	0.00
992625415		#/N/A	1	1	NUCYNTA -2011 Travel/OP/Production Costs	376484001	DONNELLY MSA - MARKETING SERVICES	Creative	35546	OR00000014286	1/7/2011	245886.59	0.00
992626016		#/N/A	1	1	F. Demir - NUCYNTA PI Reformat for 201	120821005	INTEGRATED COMMUNICATIONS CORP	Professional Literature	35546	OR00000014289	2/7/2011	4475.80	0.00
992642093		#/N/A	1	1	Design services for Nucynta 2011 Managed	314555401	THE PROFERG GROUP LLC	Creative	35127	OR00000014292	2/14/2011	37477.50	0.00
992647568		#/N/A	1	2	Design services for Nucynta 2011 Managed	314555401	THE PROFERG GROUP LLC	Creative	35545	OR00000014292	2/14/2011	112432.50	0.00
992649825		#/N/A	1	1	2011 Public Relations Activities: NO HC	198304041	KETCHUM INC	Creative	35545	OR00000014293	2/17/2011	828721.33	0.00
992685103		#/N/A	1	1	NUCYNTA 2011 Product Theaters Including	78830001	RIEGEL PRINTING COMPANY INC	Professional Literature	35546	OR00000014289	2/25/2011	45162.36	0.00
992661982		#/N/A	1	1	2011 Nucynta/Densi Annual Convention Pro	194085401	DERSE EXHIBITS	National Exhibits (Cons. Promo)	35546	OR00000014283	3/9/2011	436669.11	0.00
992661982		#/N/A	1	1	2011 Annual Convention Program for Nucy	114566001	COASTAL INTERNATIONAL	National Exhibits (Cons. Promo)	35546	OR00000014283	3/9/2011	63800.64	0.00
992672913		#/N/A	1	1	Medi Guides and IR REMS Mailing - NUCYNTA	148431401	PICTORIAL OFFSET CORPORATION	Professional Literature	35546	OR00000014289	3/29/2011	27847.51	0.00
992672915		#/N/A	1	1	Wall Clinic - NUCYNTA PI 02T11035 - QTY:	20990401	EARTH THEBAULT INC	Selling Ads (Cons. Promo)	35546	OR00000014289	3/29/2011	23137.68	0.00
992677129		#/N/A	1	1	Nucynta 2011 AxcelRx Multi-Channel Progr	366848001	APTILON HOLDINGS INC	Other Consumer Promotions	35546	OR00000014286	4/6/2011	222405.76	0.00
992689921		#/N/A	1	1	2011 PR Activity: Media Monitoring and R	198304041	KETCHUM INC	Other Consumer Promotions	35546	OR00000014294	5/4/2011	39330.00	0.00
992695959		#/N/A	1	1	Nucynta IR/ER HPAD Resources: Developme	389568001	DECILE TEN LLC	Creative	35127	OR00000014292	5/17/2011	40244.73	0.00
992695959		#/N/A	1	2	Nucynta IR/ER HPAD Resources: Developme	389568001	DECILE TEN LLC	Creative	35545	OR00000014292	5/17/2011	40244.72	0.00
992695965		#/N/A	1	1	Pain Management Franchise Internal Commu	198304041	KETCHUM INC	Promo Progrms/Film Prod (Cons. Promo)	35152	OR00000014286	5/17/2011	79084.21	0.00
992698472		#/N/A	1	1	Nucynta ER development of SMD slide deck	389568001	DECILE TEN LLC	Creative	35127	OR00000014292	5/23/2011	74040.70	0.00
992698616		#/N/A	1	1	Nucynta ER Development of Medicare Part	389568001	DECILE TEN LLC	Other Consumer Promotions	35152	OR00000014292	5/24/2011	73932.62	0.00
992702770		#/N/A	1	1	Development of Prescribe Responsibility & H	389568001	DECILE TEN LLC	Creative	35127	OR00000014292	6/2/2011	114378.72	0.00
992709115		#/N/A	1	1	Nucynta ER KOI, management and content de	389568001	DECILE TEN LLC	HCC/HCBI - General Consulting	35152	OR00000014285	6/15/2011	34246.16	0.00
992720370		#/N/A	1	1	Meetings / Cycle / Copy Services 2011- N	41448401	VERSATILE PRINTING APPLICATION	Selling Ads (Cons. Promo)	35546	OR00000014289	7/12/2011	802.57	52.50
992720503		#/N/A	1	1	Tee Shirts for Video - NUCYNTA - CTV: 84	12536401	THOMAS DIRECT SALES INC	Prem & Prizes Non-Trade	35545	OR00000014289	7/13/2011	1123.70	0.00
992724915		#/N/A	1	1	Nucynta ER 2011 Payer eBlasts/Direct Mai	389568001	DECILE TEN LLC	Direct Mail Lit	35127	OR00000014292	8/15/2011	37800.12	0.00
992734916		#/N/A	1	1	Hardick Reprint (ESJD); Daniels Reprint	291611401	COMPAS INC	Professional Literature	35546	OR00000014289	8/15/2011	57987.95	0.00
992735332		#/N/A	1	1	NUCYNTA ER Package Insert - 02TLE11080.	3923401	BALDWIN AND OBENAUF INC	Professional Literature	35152	OR00000014289	8/16/2011	3995.00	0.00
992736621		#/N/A	1	1	Transportation of Major - the Nucynta	194085401	DERSE EXHIBITS	Other Consumer Promotions	35152	OR00000014293	8/17/2011	3105.60	0.00
992737205		#/N/A	1	1	"DOWN PAYMENT" POSTAGE - ER REMS Launch	244550401	DAKMTG INC	Postage (Cons. Promo)	35152	OR00000014289	8/22/2011	40571.62	0.00
992738341		#/N/A	1	1	"DOWN PAYMENT" ADVANCE POSTAGE - ER REMS	244550401	DAKMTG INC	Postage (Cons. Promo)	35152	OR00000014289	8/24/2011	28028.98	0.00
992738500		#/N/A	1	1	Dimensional Leathe - NUCYNTA - 02T	777401	MOORE	Professional Literature	35152	OR00000014289	8/24/2011	20982.56	0.00
992739020		#/N/A	1	1	REMS HCP Letter Mailing - NUCYNTA - 02T	244550401	DAKMTG INC	Postage (Cons. Promo)	35152	OR00000014293	8/25/2011	18187.91	0.00
992740150		#/N/A	1	1	Nucynta ER 2011 Live National Trainings	389568001	DECILE TEN LLC	HCC/HCBI - Product/Speaker Training	35152	OR00000014285	8/29/2011	1158747.80	0.00
992747870		#/N/A	1	1	4 Non-Enrollment LoyaltyScript Nucynta \$	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons. Promo)	35152	OR00000014291	9/16/2011	57373.75	0.00
992747870		#/N/A	1	2	4 Non-Enrollment LoyaltyScript Nucynta \$	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons. Promo)	35548	OR00000014291	9/16/2011	57373.75	0.00
992747920		#/N/A	1	1	2011 Nucynta 10 Free Pills (Administr	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons. Promo)	35152	OR00000014291	9/16/2011	211082.40	0.00
992747920		#/N/A	1	2	2011 Nucynta 10 Free Pills (Administr	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons. Promo)	35546	OR00000014291	9/16/2011	211082.40	0.00
992748186		#/N/A	1	1	NUCYNTA ER - Pain Policy Slid Deck Devl	343142401	GROUP 360	Creative	35545	OR00000014285	9/16/2011	101957.50	0.00
992748200		#/N/A	1	1	NUCYNTA ER - Repurpose and Design for Gr	64732005	MCKESSON SPECIALTY ARIZONA INC	Selling Ads (Cons. Promo)	35152	OR00000014289	9/16/2011	58654.00	0.00
992752378		#/N/A	1	1	2011 - GTN* Nucynta 10 Free Pills (Reim	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons. Promo)	35546	OR00000014291	9/22/2011	2409943.80	0.00
992752378		#/N/A	2	1	2012 - GTN* Nucynta 10 Free Pills (Reimbu	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons. Promo)	35546	OR00000014291	9/22/2011	75562.92	0.00
992752392		#/N/A	1	1	2011 Nucynta PNMT \$25 Savings Card (Adm	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons. Promo)	35152	OR00000014291	9/22/2011	655892.42	0.00
992752392		#/N/A	2	1	2012 Nucynta PNMT \$25 Savings Card (Adm	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons. Promo)	35152	OR00000014291	9/22/2011	0.01	0.00
992752394		#/N/A	1	2	2011 Nucynta 10 Free Pills (Administr	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons. Promo)	35546	OR00000014291	9/16/2011	211082.39	0.00
992752394		#/N/A	1	1	2011 - GTN* Nucynta PNMT \$25 Savings Ca	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons. Promo)	35546	OR00000014291	9/16/2011	6286298.81	0.00
992756278		#/N/A	2	1	2010 - GTN* Nucynta PNMT \$25 Savings Ca	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons. Promo)	35546	OR00000014291	9/22/2011	301615.49	0.00
992756278		#/N/A	1	1	Nucynta project management & consultancy	389568001	DECILE TEN LLC	Creative	35127	OR00000014285	9/27/2011	23487.74	0.00
992756278		#/N/A	2	1	Product Theatre and 1 KOI Interactions	64732005	MCKESSON SPECIALTY ARIZONA INC	HCC/HCBI - General Consulting	35152	OR00000014285	10/11/2011	94304.15	0.00
992769254		#/N/A	1	1	2011 COSTS: Nucynta ER Product Profiler	155322001	AMERICAN JOURNAL OF	Professional Literature	35152	OR00000014285	10/11/2011	28300.00	0.00
992769302		#/N/A	1	1	2012 COSTS: Nucynta ER Product Profiler:	155322001	AMERICAN JOURNAL OF	Professional Literature	35152	OR00000014285	10/11/2011	52790.00	0.00
992769307		#/N/A	1	1	NUCYNTA - Sales Training - Launch Folder	777401	MOORE	Selling Ads (Cons. Promo)	35152	OR00000014289	10/11/2011	23826.76	0.00
992785272		#/N/A	1	1	Nucynta November Sales Meeting Productio	290105001	WILSON DOW GROUP INC	Creative	35127	OR00000014286	10/27/2011	230083.84	0.00
992786510		#/N/A	1	1	NUCYNTA - Direct Miler - 02TLM1980 - Q	20990401	EARTH THEBAULT INC	Professional Literature	35152	OR00000014289	10/28/2011	1040.78	0.00
992787652		#/N/A	1	1	DOWNPAYMENT STAGE 2: Tapentadol ER Ena	675747001	THE BENFIELD GROUP LLC	Other Consumer Promotions	35152	OR00000014292	10/31/2011	4025.00	0.00
992787652		#/N/A	1	1	Unbranded Tablecloths - 02UNB1038 - QTY:	12536401	THOMAS DIRECT SALES INC	Selling Ads (Cons. Promo)	35152	OR00000014289	10/31/2011	15600.64	0.00
992804850		#/N/A	1	1	Nucynta IR KOI Panel Discussion	389568001	DECILE TEN LLC	HCC/HCBI - General Consulting	35546	OR00000014285	11/16/2011	25969.16	0.00
992805516		#/N/A	1	1	NUCYNTA - Medicare Part A and Part D fa	279256401	UNIMAC GRAPHICS	Selling Ads (Cons. Promo)	35152	OR00000014289	11/17/2011	930.90	0.00
992805854		#/N/A	1	1	NUCYNTA - Letterheads & Envelopes for Mc	777401	MOORE	Professional Literature	35152	OR00000014289	11/17/2011	4770.17	312.07
992817869		#/N/A	1	1	NUCYNTA - REMS HCP Letter / Pharmacy Cov.	20990401	EARTH THEBAULT INC	Selling Ads (Cons. Promo)	35152	OR00000014289	12/2/2011	28112.11	0.00
992833360		#/N/A	1	1	2011 Sept. Program Status Report Conven	8133401	IMPACT UNLIMITED INC	National Exhibits (Cons. Promo)	35546	OR00000014283	12/15/2011	6309.97	0.00
992835550		#/N/A	1	1	NUCYNTA - LETTER - FULFILLMENT (02TLE111	20990401	EARTH THEBAULT INC	Professional Literature	35152	OR00000014289	12/16/2011	3105.77	0.00
992835556		#/N/A	1	1	NUCYNTA - Managed Care Flashcards - 02T	279256401	UNIMAC GRAPHICS	Professional Literature	35152	OR00000014285	12/16/2011	24414.19	0.00
992844140		#/N/A	1	1	Conduct 4 Peer-to-Peer Speaker events in	430254230	PROMOLOGICS INC	Other Consumer Promotions	35152	OR00000014285	12/22/2011	11201.00	0.00
992855744		#/N/A	1	1	Nucynta Speaker Library Newschannel	364855001	NEXGEN RXMARKETING LLC	Other Consumer Promotions	35152	OR00000014285	1/9/2012	60500.00	0.00
992855748		#/N/A	1	1	Nucynta Speaker Deck Updates (DPN)	364855001	NEXGEN RXMARKETING LLC	Other Consumer Promotions	35152	OR00000014285	1/9/2012	59500.00	0.00
992855752		#/N/A	1	1	Nucynta TRAINING DIRECT 2012 platform.	364855001	NEXGEN RXMARKETING LLC	Other Consumer Promotions	35152	OR00000014285	1/9/2012	115421.23	0.00
992855760		#/N/A	1	1	Nucynta 2012 Virtual Speaker Programs.	364855001	NEXGEN RXMARKETING LLC						

992858026	993059009	#/A	1	1	2012 NUCYNTA ER Simple Design & Repurpos	343142401 GROUP 360	Selling Aids (Cons. Promo)	35152	OR000000014289	1/1/2012	110000.00	19509.54
992858030	99305769	#/A	1	1	2012 Stage 2: Tapentadol ER Engaging Tiar	267547001 THE BENFIELD GROUP LLC	Selling Aids (Cons. Promo)	35546	OR000000014289	1/1/2012	90000.00	4239.00
992859540	992862198	#/A	1	1	2012 Nucynta TRAVEL/ODP/Production	120821002 INTEGRATED COMMUNICATIONS CORP	Other Consumer Promotions	35152	OR000000014292	1/2/2012	5950.00	0.00
992861108		#/A	1	1	Nucynta Cross Talk eDetail video-reforma	376953001 VISIRIA	Creative	35545	OR000000014294	1/1/2012	200700.00	111621.03
992862198		#/A	1	1	Nucynta 2012 APS Product Theater	389568001 DECILE TEN LLC	Promo Prgms/Film Prod (Cons. Promo)	35152	OR000000014287	1/1/2012	26500.00	0.00
992864520	992856464	#/A	1	1	NUCYNTA - Smart Moves Smart Choices DVD	227465001 SYNERGEM INC	HCC/HCB1 - General Consulting	35152	OR000000014285	1/1/2012	143456.64	0.00
992864524	992857050	#/A	1	1	Creation & submission of NUC/NER managed	314555401 THE PROFERO GROUP LLC	Selling Aids (Cons. Promo)	35546	OR000000014289	1/1/2012	6319.69	0.00
992864526	992953622	#/A	1	1	Add Nucynta & Nucynta ER to Janssen Acce	220761001 KID SOURCE ONLINE	Creative	35127	OR000000014292	1/1/2012	215000.00	20756.00
992864528	99292682	#/A	1	1	Add Nucynta & Nucynta ER to Janssen Acce	220761001 KID SOURCE ONLINE	Internet (Cons. Promo)	35152	OR000000014287	1/1/2012	60000.00	0.00
992864528	992934334	#/A	1	2	2012 PMLC Advisory Board Meeting (DPN to	389568001 DECILE TEN LLC	HCC/HCB1 - Advisory Boards	35545	OR000000014285	1/1/2012	13000.00	0.00
992864530	993000948	#/A	1	1	NUCYNTA - Smart Moves Smart Choices Tool	77401 MOORE	Selling Aids (Cons. Promo)	35546	OR000000014289	1/1/2012	66130.28	0.00
992864532	993033276	#/A	1	1	Nucynta/ER 2012 Product Theater/Corporat	389568001 DECILE TEN LLC	HCC/HCB1 - General Consulting	35152	OR000000014285	1/1/2012	139128.90	0.00
992864536	993054127	#/A	1	1	Nucynta/ER 2012 Project Mgmt/Strategic Plan	389568001 DECILE TEN LLC	Creative	35545	OR000000014285	1/1/2012	24992.07	0.00
992864540	993054128	#/A	1	1	Nucynta Advertisment, KOL Virtual Ad B	364855001 NEXGEN RXMARKETING LLC	Internet (Cons. Promo)	35152	OR000000014285	1/1/2012	42000.00	0.00
992865194	4600176612	#/A	1	1	Nucynta ER 2012 Branded Speaker Training	389568001 DECILE TEN LLC	HCC/HCB1 - Product/Speaker Training	35152	OR000000014285	1/1/2012	193000.00	22531.99
992865568	Exhibits	#/A	1	1	Nucynta 2012 Speaker Newschannel	364855001 NEXGEN RXMARKETING LLC	HCC/HCB1 - General Consulting	35152	OR000000014285	1/2/2012	99500.00	0.00
992868950	992998886	#/A	1	1	Nucynta 2012 Target Newschannel	364855001 NEXGEN RXMARKETING LLC	HCC/HCB1 - General Consulting	35152	OR000000014285	1/2/2012	127516.00	0.00
992868954	993021684	#/A	1	1	Nucynta 2012 NP/PA Newchannel	364855001 NEXGEN RXMARKETING LLC	HCC/HCB1 - General Consulting	35152	OR000000014285	1/2/2012	99750.00	0.00
992868962		#/A	1	1	NUCYNTA - Savings Card & Voucher Program	20990401 EARTH THEBAULT INC	Selling Aids (Cons. Promo)	35152	OR000000014289	1/2/2012	276160.36	0.00
992869094	992878632	#/A	1	1	Nucynta 2012 Speakers Bureau - Execution	215716401 CALL INC	HCC/HCB1 - Promotional Speaker Programs	35152	OR000000014285	1/2/2012	400000.00	0.00
992870488		#/A	1	1	NUCYNTA - Journal Ad - February Publicat	20990401 EARTH THEBAULT INC	Professional Literature	35152	OR000000014289	1/2/2012	13198.45	0.00
992870736		#/A	1	1	NUCYNTA - Meeting Direct Invite #3 - 02T	77401 MOORE	Other Consumer Promotions	35152	OR000000014289	1/2/2012	12265.50	0.00
992873070	992948190	#/A	1	1	Digital advertising at AAPM Meeting	253721001 HAYMARKET MEDIA INC	Creative	35127	OR000000014285	1/2/2012	37450.00	0.00
992874022	993054123	#/A	1	1	2012 Conduct Peer-to-Peer Speaker events	430025423 Promologic Inc	HCC/HCB1 - General Consulting	35152	OR000000014285	1/31/2012	163160.00	0.32
992878632		#/A	1	1	NUCYNTA - Amazing Posters Repack - update	234199401 CONTEMPORARY GRAPHICS INC	Selling Aids (Cons. Promo)	35546	OR000000014289	1/3/2012	3765.33	0.00
992878636	993055771	#/A	1	1	Coordination of serial of small meetings	389568001 DECILE TEN LLC	Other Consumer Promotions	35152	OR000000014283	1/3/2012	5609.00	0.00
992879502	993056781	#/A	1	1	NUCYNTA - Journal Ad - March - June Publ	20990401 EARTH THEBAULT INC	Professional Literature	35152	OR000000014289	1/3/2012	26378.71	0.00
992879734		#/A	1	1	NUCYNTA - Titration & Dosing Guide REVIS	234199401 CONTEMPORARY GRAPHICS INC	Professional Literature	35152	OR000000014289	1/3/2012	15409.07	0.00
992879793		#/A	1	1	'DOWN PAYMENT' ADVANCED POSTAGE - HCP M	244550401 DAMKTG INC	Postage (Cons. Promo)	35152	OR000000014289	1/31/2012	12193.78	0.00
992883462		#/A	1	1	NUCYNTA - Med Guide Pads - NUCYNTA and N	149431401 PICTORIAL OFFSET CORPORATION	Professional Literature	35152	OR000000014289	2/3/2012	46946.25	0.00
992883464		#/A	1	1	Total Pharmacy - eMD ePharmAlert Client	389568002 ALERT MARKETING	Other Agency Fees	35127	OR000000014292	2/3/2012	8000.00	0.00
992883466		#/A	1	1	Nucynta ER 2012 DPN 1.1 Interviews w/PML	389568001 DECILE TEN LLC	HCC/HCB1 - Promotional Speaker Programs	35152	OR000000014285	2/3/2012	0.01	0.00
992883658		#/A	1	1	SPLIT Nucynta ER - 2012 Policy Program F	364855001 NEXGEN RXMARKETING LLC	Promo Prgms/Film Prod (Cons. Promo)	35152	OR000000014292	2/3/2012	14500.00	0.00
992883659		#/A	1	2	SPLIT Nucynta ER - 2012 Policy Program F	364855001 NEXGEN RXMARKETING LLC	Promo Prgms/Film Prod (Cons. Promo)	35546	OR000000014292	2/3/2012	14500.00	0.00
992883660		#/A	1	1	NUCYNTA - HCP Mailing - 02TLE11030 & 02T	244550401 DAMKTG INC	Postage (Cons. Promo)	35152	OR000000014289	2/3/2012	9411.89	323.14
992883884	992752392	#/A	1	1	MDs & HCPs - eMD ePharmAlert Client Li	3893724002 ALERT MARKETING	Other Agency Fees	35127	OR000000014292	2/3/2012	25150.00	0.00
992884214	992963000	#/A	1	1	SPLIT Nucynta ER 2012 Policy Program Mee	364855001 NEXGEN RXMARKETING LLC	Internet (Cons. Promo)	35152	OR000000014292	2/3/2012	30798.50	0.00
992884214	993002582	#/A	1	2	SPLIT Nucynta ER 2012 Policy Program Mee	364855001 NEXGEN RXMARKETING LLC	Internet (Cons. Promo)	35546	OR000000014292	2/3/2012	30798.50	0.00
992884850	992747920	#/A	1	1	NUCYNTA - Smart Moves Smart Choices Full	244550401 DAMKTG INC	Postage (Cons. Promo)	35152	OR000000014289	2/6/2012	9442.75	3290.25
992885295	992962598	#/A	1	1	NUCYNTA - IR & ER REMS Mailing - Fee 20	244550401 DAMKTG INC	Creative	35152	OR000000014289	2/6/2012	50117.74	0.00
992885392	992963392	#/A	1	1	'DOWN PAYMENT' ADVANCE POSTAGE - IR & ER	244550401 DAMKTG INC	Postage (Cons. Promo)	35152	OR000000014289	2/6/2012	56300.79	0.00
992885570	992747870	#/A	1	1	'DOWN PAYMENT' ADVANCE POSTAGE - Smart M	244550401 DAMKTG INC	Postage (Cons. Promo)	35152	OR000000014289	2/6/2012	38625.00	0.00
992886336	993103160	#/A	1	1	Nucynta ER DPN 1on1 KAL Briefing & Vir	389568001 DECILE TEN LLC	HCC/HCB1 - Advisory Boards	35152	OR000000014292	2/7/2012	23273.41	0.00
992886338		#/A	1	1	Nucynta ER 2012 DPN Virtual Advisory Boa	389568001 DECILE TEN LLC	HCC/HCB1 - Advisory Boards	35152	OR000000014285	2/7/2012	193025.54	0.00
992887102	992869094	#/A	1	1	NUCYNTA - IR & ER REMS Mailing - FEB 20	20990401 EARTH THEBAULT INC	Professional Literature	35152	OR000000014289	2/7/2012	13316.15	0.00
992890664	992833550	#/A	1	1	Nucynta entry submission for Brake Award	34461801 BARSAMIAN COMMUNICATIONS LLC	Creative	35127	OR000000014292	2/1/2012	15000.00	0.00
992890666	992922770	#/A	1	1	NUCYNTA - Managed Care - 4-Pager Conven	272925601 UNIMAC GRAPHICS	Selling Aids (Cons. Promo)	35152	OR000000014289	2/1/2012	8489.38	0.00
992890668	992979962	#/A	1	1	2012 SCG Back Office Support Svcs (spcl	314555401 THE PROFERO GROUP LLC	Creative	35127	OR000000014292	2/1/2012	49500.00	4125.00
992890760		#/A	1	1	Nucynta Institutional Quality Campaign	389568001 DECILE TEN LLC	Creative	35152	OR000000014286	2/1/2012	35930.18	0.00
992891020		#/A	1	1	Nucynta Institutional Quality Campaign	389568001 DECILE TEN LLC	Postage (Cons. Promo)	35545	OR000000014286	2/1/2012	35930.17	0.00
992891162	Flashes	#/A	1	1	Nucynta/Nucynta ER 2012 #RAMP Program	359295001 META PHARMACEUTICAL SERVICES LLC	Display Material	35127	OR000000014286	2/1/2012	41280.00	0.00
992891162	992698916	#/A	1	1	NUCYNTA - 1C12 State Grids - ER & ER - 0	234199401 CONTEMPORARY GRAPHICS INC	Professional Literature	35152	OR000000014289	2/1/2012	15520.35	0.00
992893578		#/A	1	1	NUCYNTA - Design Managed Care - 02TLESC	272925601 UNIMAC GRAPHICS	Selling Aids (Cons. Promo)	35152	OR000000014289	2/1/2012	102835.56	0.00
992893762		#/A	1	1	NUCYNTA - REMS Folder Shrinkwrap for ova	244550401 DAMKTG INC	Selling Aids (Cons. Promo)	35152	OR000000014289	2/1/2012	9608.60	0.00
992893890		#/A	1	1	NUCYNTA - REMS Folder Shrinkwrap -	244550401 DAMKTG INC	Professional Literature	35152	OR000000014286	2/1/2012	295.32	0.00
992895570		#/A	1	1	Nucynta ER Grid Flashcard -	244550401 DAMKTG INC	Postage (Cons. Promo)	35152	OR000000014289	2/1/2012	2119.67	0.00
992895892		#/A	1	1	Nucynta ePharm Alert Job#30906	383274002 ALERT MARKETING	Other Agency Fees	35127	OR000000014292	2/1/2012	16500.00	0.00
992897060	992886336	#/A	1	1	2012 Nucynta Conventions Annual Pn Jan	114965001 COASTAL INTERNATIONAL	Promo Prgms/Film Prod (Cons. Promo)	35152	OR000000014289	2/1/2012	41467.33	0.00
992898952	993037422	#/A	1	1	2012 Nucynta Conventions Annual Pn Jan	114965001 COASTAL INTERNATIONAL	Promo Prgms/Film Prod (Cons. Promo)	35152	OR000000014289	2/1/2012	232835.00	0.00
9928989540	Cross Brand	#/A	1	1	NUCYNTA - 3-D Direct Mailings with Msc	244550401 DAMKTG INC	Postage (Cons. Promo)	35152	OR000000014289	2/1/2012	21170.20	1488.37
9928989550		#/A	1	1	NUCYNTA - Pain - 02TL1089 - QTY: 60	77401 MOORE	Promo Prgms/Film Prod (Cons. Promo)	35152	OR000000014289	2/1/2012	22748.20	1488.37
992900564	992935660	#/A	1	1	'DOWN PAYMENT' ADVANCE POSTAGE - NUCYNT	244550401 DAMKTG INC	Postage (Cons. Promo)	35546	OR000000014289	2/1/2012	232835.00	0.00
992900564		#/A	1	1	NUCYNTA - Pharmacy Stocking Kit (Reorder	149431401 PICTORIAL OFFSET CORPORATION	Professional Literature	35152	OR000000014289	2/2/2012	8264.90	0.00
992900564		#/A	1	1	NUCYNTA - HARTRECK (ESJD) REPRINT REORDE	291851401 COMPAS INC	Professional Literature	35546	OR000000014289	2/2/2012	65778.25	0.00
992901492		#/A	1	1	NUCYNTA - BUYNAK (LBP) REPRINT REORDER -	291651401 COMPAS INC	Professional Literature	35152	OR000000014289	2/2/2012	71513.45	0.00
992901594	993021466	#/A	1	1	NUCYNTA - 90 DAY SAFETY STUDY REPRINT RE	291651401 COMPAS INC	Professional Literature	35546	OR000000014289	2/2/2012	34266.75	0.00
992901636		#/A	1	1	NUCYNTA - BUNIONECTOMY I REPRINT REORDER	291651401 COMPAS INC	Professional Literature	35546	OR000000014289	2/2/2012	36299.75	0.00
992901670		#/A	1	1	NUCYNTA - Hartrecks (ESJD) Reprint Game	234199401 CONTEMPORARY GRAPHICS INC	Professional Literature	35546	OR000000014289	2/2/2012	62750.15	0.00
9929017550		#/A	1	1	Nucynta IR - Pain Policy Slide Deck Dovel	389568001 DECILE TEN LLC	Creative	35545	OR000000014285	2/2/2012	8675.65	0.00
9929017582												

992919598	992893892	#/N/A	1	1	NUCYNTA - Discussion Guide Reorder - 02T	777401	MOORE	Selling Aids (Cons. Promo)	35152	OR000000014289	3/12/2012	5985.82	0.00
992920398		#/N/A	1	1	NUCYNTA - Titration & Dosing Guides - QT	234199401	CONTEMPORARY GRAPHICS INC	Selling Aids (Cons. Promo)	35152	OR000000014289	3/12/2012	47093.00	0.00
992922770		#/N/A	1	1	NUCYNTA - 2012 - Savings Card & Voucher	20909401	EARTH THEBAULT INC	Selling Aids (Cons. Promo)	35152	OR000000014289	3/14/2012	634774.29	10653.51
992923946	992893100	#/N/A	1	1	NUCYNTA - Dosing Wall Poster - 02TLE1100	279256401	UNIMAC GRAPHICS	Selling Aids (Cons. Promo)	35152	OR000000014289	3/15/2012	29117.91	0.00
992925256	993021722	#/N/A	1	1	Nucynta Public Relations 2012	246597001	CMGRC INC	Public Relations (Cons. Promo)	35152	OR000000014293	3/19/2012	301500.00	0.00
992925256	992835556	#/N/A	1	2	Nucynta Public Relations 2012	246597001	CMGRC INC	Public Relations (Cons. Promo)	35152	OR000000014293	3/19/2012	301500.00	0.00
992925258	992893890	#/N/A	1	1	Nucynta ER DPN ton1 PMLC KOL Advisory Bo	389569001	DECILE TEN LLC	H/C/HCB - Advisory Boards	35152	OR000000014285	3/18/2012	13066.04	0.00
992925260	992893890	#/N/A	1	1	Nucynta/Nucynta ER Webcast Speaker Train	389569001	DECILE TEN LLC	H/C/HCB - Product/Speaker Training	35152	OR000000014285	3/18/2012	31847.75	0.00
992925260	992939836	#/N/A	1	2	Nucynta/Nucynta ER Webcast Speaker Train	389569001	DECILE TEN LLC	H/C/HCB - Product/Speaker Training	35152	OR000000014285	3/18/2012	31847.75	0.00
992925278		#/N/A	1	1	Nucynta 2012 Attendee NewsChannel	364855001	NEXGEN RXMARKETING LLC	H/C/HCB - General Consulting	35152	OR000000014285	3/18/2012	83750.00	0.00
992925804	992893578	#/N/A	1	1	NUCYNTA - MCKESSON ENVELOPE - 02TLE11082	20909401	EARTH THEBAULT INC	Selling Aids (Cons. Promo)	35152	OR000000014289	3/19/2012	1342.85	0.00
992926282	992890666	#/N/A	1	1	2012 Nucynta lead processing program for	256155001	VENT TECHNOLOGIES	National Exhibits (Cons. Promo)	35152	OR000000014293	3/19/2012	3515.00	0.00
992926282	992890668	#/N/A	1	1	NUCYNTA - Direct Mailing of multiple mat	20909401	EARTH THEBAULT INC	Selling Aids (Cons. Promo)	35152	OR000000014289	3/23/2012	695.50	0.00
992926962		#/N/A	1	1	NUCYNTA - Drop Shipment to Survey Winne	20909401	EARTH THEBAULT INC	Selling Aids (Cons. Promo)	35152	OR000000014289	3/23/2012	1348.20	0.00
992933585		#/N/A	1	1	2012 Nucynta Cycle 1 Meeting & OA	49216002	EDUCATIONAL RESOURCE SYSTEMS INC	H/C/HCB - General Consulting	35152	OR000000014285	3/27/2012	31436.00	4580.31
992934334		#/N/A	1	1	Produce 2 animations based on key Nucynt	12536401	THOMAS DIRECT SALES INC	Creative	35127	OR000000014287	3/27/2012	147612.50	0.00
992935658	992952804	#/N/A	1	1	2012 Feb. Convention Management Services	81340401	IMPACT UNLIMITED INC	National Exhibits (Cons. Promo)	35154	OR000000014283	3/27/2012	10485.24	0.00
992935660	992953044	#/N/A	1	1	NUCYNTA PI (Version 10189805) - 02TLE1112	234199401	CONTEMPORARY GRAPHICS INC	Professional Literature	35152	OR000000014289	3/28/2012	131582.18	0.00
992935662	992864528	#/N/A	1	1	Nucynta PBM Resource Tool /SMID Value Pro	389568001	DECILE TEN LLC	Other Consumer Promotions	35152	OR000000014292	3/28/2012	74034.74	0.00
992937852	992769302	#/N/A	1	1	Translation, DTP layout and translator/Q	326707001	KJ INTERNATIONAL RESOURCES INC	Other Consumer Promotions	35152	OR000000014291	3/28/2012	8488.51	0.00
992938956		#/N/A	1	1	NUCYNTA PI Repack for Bunionectomy I & I	234199401	CONTEMPORARY GRAPHICS INC	Professional Literature	35152	OR000000014289	3/30/2012	1848.96	0.00
992939366		#/N/A	1	1	NUCYNTA ER PI - 02TLE11080 - QTY: 1.000	279256401	UNIMAC GRAPHICS	Professional Literature	35152	OR000000014289	4/2/2012	126248.23	0.00
992941890		#/N/A	1	1	Nucynta 2012 printed materials for Aetn	17331001	DUNN AND SEMINGTON	Professional Literature	35154	OR000000014292	4/2/2012	19209.00	0.00
992953622		#/N/A	1	1	Nucynta - Clinical Advisory Pain Manag	253721001	HAYMARKET MEDIA INC	H/C/HCB - General Consulting	35152	OR000000014286	4/11/2012	57586.00	0.00
992953624		#/N/A	1	1	2012 Nucynta Annual Storage of convention	194085400	DERSE EXHIBITS	National Exhibits (Cons. Promo)	35154	OR000000014283	4/19/2012	3000.00	0.00
992953626	992963910	#/N/A	1	1	Nucynta 2Q Project Mgmt/Consultancy Serv	326707001	KJ INTERNATIONAL RESOURCES INC	Other Consumer Promotions	35152	OR000000014291	4/19/2012	24955.76	0.00
992953628	992963942	#/N/A	1	1	Tap IR Digital & Relationship Mktg Bench	234199401	CONTEMPORARY GRAPHICS INC	Professional Literature	35152	OR000000014289	4/19/2012	153708.00	0.00
992957968	992970772	#/N/A	1	1	Nucynta Pain Policy Slides Deck Dylpm an	389568001	DECILE TEN LLC	H/C/HCB - General Consulting	35152	OR000000014283	4/23/2012	4000.00	0.00
992957968	993019546	#/N/A	2	1	DOWNPAYMENT: Product Theater at the Pain	389568001	DECILE TEN LLC	H/C/HCB - General Consulting	35152	OR000000014283	4/23/2012	4400.00	0.00
992962801		#/N/A	1	1	NUCYNTA - ER Medicnts Program Cover L	234199401	CONTEMPORARY GRAPHICS INC	Professional Literature	35127	OR000000014289	4/27/2012	2288.73	0.00
992962804	992890760	#/N/A	1	1	Nucynta: Medicnts Par D Prescription Dru	155792401	KCENDA LLC	Other Consumer Promotions	35152	OR000000014292	4/27/2012	32849.00	0.00
992962959		#/N/A	1	1	The NUCYNTA savings card offers out-of-p	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons. Promo)	35154	OR000000014291	4/27/2012	16002.00	1203.11
992963000		#/N/A	1	1	Create Prescriptive Responsibility cont brochure	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons. Promo)	35154	OR000000014291	4/27/2012	112827.64	1968.89
992963002		#/N/A	1	1	Development of web survey for use in de	389568001	DECILE TEN LLC	Creative	35127	OR000000014293	4/27/2012	16647.00	0.00
992963006	992879932	#/N/A	1	1	Creation of a 6-panel brochure for 'Smart	344618001	BARSAMIAN COMMUNICATIONS LLC	Other Consumer Promotions	35152	OR000000014293	4/27/2012	22000.00	0.00
992963010	992883660	#/N/A	1	1	Update of "Long Term Care Reimbursement	155792400	KCENDA LLC	Other Consumer Promotions	35152	OR000000014292	4/27/2012	4829.98	0.00
992963130	992885266	#/N/A	1	1	DOWNPAYMENT: Project Management of the	344618001	BARSAMIAN COMMUNICATIONS LLC	Other Consumer Promotions	35152	OR000000014293	4/27/2012	16000.00	0.00
992963130	992885392	#/N/A	2	1	Project Management of the "Smart Moves"	344618001	BARSAMIAN COMMUNICATIONS LLC	Other Consumer Promotions	35152	OR000000014293	4/27/2012	33000.00	0.00
992963134	992893762	#/N/A	1	1	NUCYNTA - IRER Doimg Reminder Guide -	234199401	CONTEMPORARY GRAPHICS INC	Professional Literature	35127	OR000000014289	4/27/2012	17527.13	0.00
992963134	992893462	#/N/A	1	2	NUCYNTA - IRER Doimg Reminder Guide -	234199401	CONTEMPORARY GRAPHICS INC	Professional Literature	35154	OR000000014289	4/27/2012	17527.13	0.00
992963138		#/N/A	1	1	NUCYNTA - Flashcard leave-behind to pull	777401	MOORE	Professional Literature	35154	OR000000014289	4/30/2012	215648.87	0.00
992963138	PDR	#/N/A	1	1	NUCYNTA - Flashcard leave-behind to pull	234199401	CONTEMPORARY GRAPHICS INC	Selling Aids (Cons. Promo)	35154	OR000000014289	4/30/2012	3054.85	0.00
992963138		#/N/A	1	1	NUCYNTA - Flashcard leave-behind to pull	64732005	MCKESSON SPECIALTY ARIZONA INC	Selling Aids (Cons. Promo)	35154	OR000000014291	4/30/2012	44515.79	0.00
992963138		#/N/A	1	1	The NUCYNTA ER/NUCYNTA voucher provides	208208001	DANIEL JACOBSEN INC	Other Consumer Promotions	35127	OR000000014293	5/30/2012	210888.00	149967.17
992970772		#/N/A	1	1	NUCYNTA - Campaigning for Relief How To G	234199401	CONTEMPORARY GRAPHICS INC	Selling Aids (Cons. Promo)	35154	OR000000014289	5/7/2012	2156.00	0.00
992970772		#/N/A	1	1	NUCYNTA - HALE REPRINT/PI RE-PRINT - P2C - 02T	234199401	CONTEMPORARY GRAPHICS INC	Professional Literature	35154	OR000000014289	5/7/2012	250.38	0.00
992974492		#/N/A	1	1	Sales Training Contracting & Faculty Man	389568001	DECILE TEN LLC	H/C/HCB - General Consulting	35152	OR000000014285	5/15/2012	1171.12	0.00
992980904	992963002	#/N/A	1	1	Nucynta Audience Generation and Recruit	430036860	PERIODIRECT	Other Agency Fees	35127	OR000000014287	5/17/2012	8500.00	0.00
992981804		#/N/A	1	1	REDEMPTION/REIMBURSEMENT - (NEW) - FEE P	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons. Promo)	35154	OR000000014291	5/21/2012	2627410.45	388546.00
992982082	993027114	#/N/A	1	1	GTN-REDEMPTION/REIMBURSEMENT - (NEW) PAY N	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons. Promo)	35154	OR000000014291	5/21/2012	7371371.17	1770978.64
992982084		#/N/A	1	1	Nucynta pre-meeting planning/coaching	282802001	DANIEL JACOBSEN INC	Other Consumer Promotions	35127	OR000000014293	5/30/2012	5777.18	0.00
992990080		#/N/A	1	1	Nucynta ER Tissue PI Reprint for Savings-	234199401	CONTEMPORARY GRAPHICS INC	Professional Literature	35127	OR000000014289	5/30/2012	46409.11	0.00
992990084		#/N/A	1	1	NUCYNTA - HCP INVITES - OHIO AND FLORIDA	777401	MOORE	Professional Literature	35154	OR000000014289	5/31/2012	2666.04	0.00
992992222		#/N/A	1	1	DECILE(Eten-Nucynta 1) KOL Meetings @ AAP	33847001	NATIONAL ASSOCIATION OF	Other Consumer Promotions	35152	OR000000014286	6/1/2012	11000.00	0.00
992992332		#/N/A	1	1	2012 Smart Moves, Smart Choices Program	777401	MOORE	H/C/HCB - General Consulting	35152	OR000000014287	6/1/2012	8000.00	0.00
992993632		#/N/A	1	1	Nucynta IRER Savings Card Program Flash	389568001	DECILE TEN LLC	Professional Literature	35154	OR000000014289	6/4/2012	3765.12	0.00
992994934		#/N/A	1	1	Nucynta/Nucynta ER eLearning Portal for	389568001	DECILE TEN LLC	Internet Content Dev/Maint	35127	OR000000014285	6/5/2012	0.01	0.00
992997142		#/N/A	1	1	NUCYNTA - Smart Moves, Smart Choices Sc	234199401	CONTEMPORARY GRAPHICS INC	Selling Aids (Cons. Promo)	35152	OR000000014289	6/7/2012	3189.67	0.00
992998866		#/N/A	1	1	Quarterly Data Extract - Nucynta, Nucynt	430035750	MMIT	Other Consumer Promotions	35152	OR000000014292	6/8/2012	6420.00	1605.00
993000948		#/N/A	1	2	March Activity Report for convention rel	81340401	IMPACT UNLIMITED INC	National Exhibits (Cons. Promo)	35154	OR000000014283	6/12/2012	4550.82	0.00
993002082	992963006	#/N/A	1	1	The NUCYNTA/ER/NUCYNTA savings card offe	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons. Promo)	35154	OR000000014291	6/13/2012	1123360.00	680154.75
993003336	992963010	#/N/A	1	1	Nucynta Intelligent Customer Relationshi	120261002	INTEGRATED COMMUNICATIONS CORP	Creative	35127	OR000000014287	6/14/2012	17622.70	0.00
993013276	992963130	#/N/A	1	2	2012 May Activity Report for convention	8133401	IMPACT UNLIMITED INC	National Exhibits (Cons. Promo)	35156	OR000000014283	6/26/2012	5231.38	0.00
993015300		#/N/A	1	1	Nucynta Intelligent Customer Relationshi	120261002	INTEGRATED COMMUNICATIONS CORP	Creative	35127	OR000000014287	6/28/2012	458614.84	0.00
993015512		#/N/A	1	1	Nucynta Honors for HCP Video for Sale	389568001	DECILE TEN LLC	H/C/HCB - General Consulting	35152	OR000000014286	6/28/2012	6931.48	0.00
993015948	992907582	#/N/A	1	1	Nucynta/Nucynta ER eLearning Portal for	234199401	CONTEMPORARY GRAPHICS INC	Selling Aids (Cons. Promo)	35154	OR000000014289	7/4/2012	5016.16	0.00
993021466		#/N/A	1	1	2012 April Activity Report/JPI SHM, PMW	389568001	DECILE TEN LLC	Creative	35127	OR000000014292	7/9/2012	23925.20	0.00
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